PROGRAM AUDIENCE ESTIMATES (Alpha)

JUL. 18–24, 1988

PROGRAM NAME / DAY	TIME / #STNS	DUR / CVG%	NET / TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
EVENING																												
ABC SUNDAY NIGHT MOVIE(R)					A	12.1	22	1072	1655	254	203	73	589	214	392	363	292	162	802	342	582	531	365	174	119	33^	144	91
SUN	9.00P	145	ABC	3	B	11.0	20	975	1671	305	250	67	731	259	466	430	356	215	656	266	445	405	304	164	124	55	160	104
MOONRAKER	210	98	FF	21	C	13.6	23	1201	1724	320	260	82	746	269	478	443	363	214	690	266	469	445	345	166	135	57	154	98
	9.00 - 9.30				A	10.7	20	948	1633	220	169	69	563	184	338	326	283	184	784	300	520	494	372	206	120	41^	166	103
	9.30 - 10.00				A	11.7	21	1037	1652	228	182	80	563	208	367	340	277	159	820	349	582	538	371	189	114	35^	156	98
	10.00 - 10.30				A	12.7	22	1125	1685	269	219	82	599	227	406	382	296	156	818	366	615	550	367	163	117	32^	150	96
	10.30 - 11.00				A	12.8	23	1134	1646	276	223	70	603	225	418	385	300	149	796	346	599	538	361	158	120	24^	127	77
	11.00 - 11.30				A	12.8	26	1134	1640	269	218	60	609	222	420	375	301	163	783	343	583	523	350	155	126	31^	122	81
ALF(R)					A	12.6	24	1116	1762	294	242	106	727	335	506	429	289	177	522	250	394	341	225	87	148	99	365	225
MON	8.00P	30	NBC	4	B	12.3	25	1085	1719	287	243	102	688	327	484	392	258	170	517	268	408	330	211	78	166	98	348	217
	206	99	CS	40	C	17.3	28	1533	1881	307	260	100	721	311	500	434	298	180	512	247	395	337	219	91	222	107	426	275
AMEN(R)					A	13.7	29	1214	1620	271	191	84	865	262	458	385	365	363	408	132	230	184	171	160	138	71	209	151
SAT	9.30P	30	NBC	4	B	13.9	29	1227	1590	279	210	76	834	249	430	377	345	358	430	126	225	202	194	176	130	74	197	141
	205	99	CS	38	C	16.7	31	1483	1701	312	231	70	862	243	429	402	377	375	470	148	248	229	210	190	152	93	218	153
AMERICA'S MOST WANTED					A	6.7	14	594	1688	332	300	123	706	368	516	409	242	159	696	338	539	464	312	108	106^	58^	180	92^
SUN	8.00P	30	FOX	4	B	6.4	14	567	1681	316	273	114	679	317	490	395	271	157	687	344	542	449	296	106	132	68	183	111
	127	85	OP	16	C	6.3	12	559	1745	349	302	111	711	327	523	427	304	151	670	324	529	452	302	101	174	86	190	107
BEAUTY & THE BEAST(R)					A	8.4	19	744	1557	366	268	90	867	266	461	396	387	354	424	92	197	194	210	199	79^	49^	187	103
FRI	8.00P	60	CBS	3	B	7.8	17	691	1498	340	255	64	820	240	437	399	370	330	439	112	214	217	207	189	80	43^	159	91
	208	99	A	36	C	11.5	21	1016	1656	341	258	75	879	239	467	450	422	349	520	137	274	267	264	211	83	48	175	103
	8.00 - 8.30				A	7.9	18	700	1565	378	277	87^	881	269	463	388	392	364	423	94	193	193	206	202	77^	48^	185	100
	8.30 - 9.00				A	8.8	19	780	1568	360	262	94	865	267	464	407	388	348	431	92	203	197	215	198	81^	51^	191	107
BEST OF TV BLOOPERS-JOKES(R)					A	8.5	19	753	1547	239	180	54^	711	210	377	356	347	272	550	184	307	291	273	192	155	80^	131	87
FRI	8.00P	60	NBC	3	B	7.8	17	688	1574	240	183	71	703	205	373	351	347	277	577	218	346	307	265	182	138	68	155	108
	199	98	CV	9	C	8.3	18	733	1578	235	182	64	724	217	382	357	337	288	543	195	323	283	241	184	136	74	175	120
	8.00 - 8.30				A	8.3	19	735	1533	244	182	49^	715	202	368	361	355	282	540	172	294	286	277	190	153	82^	125	82^
	8.30 - 9.00				A	8.7	19	771	1561	234	178	58^	708	217	386	351	340	263	560	196	320	297	270	193	157	78^	136	92
BILL COSBY SHOW(R)					A	15.3	31	1356	1667	322	279	103	775	292	491	433	337	253	487	204	322	267	205	139	168	104	237	164
THU	8.00P	30	NBC	4	B	16.2	33	1435	1627	299	254	96	753	305	482	413	302	235	449	205	298	246	179	120	176	107	249	163
	213	99	CS	44	C	24.9	42	2208	1769	327	268	89	826	297	491	433	344	286	481	186	297	266	208	150	177	99	285	183
BLUE SKIES					A	8.2	15	727	1481	298	204	76^	849	221	389	388	381	387	395	88	175	182	207	179	78^	55^	160	108
MON	8.00P	60	CBS	4	B	8.9	18	786	1516	304	223	75	863	217	410	399	396	395	443	125	218	197	205	190	80	53	129	85
	204	99	GD	6	C	9.2	18	815	1525	301	225	72	875	222	415	404	397	397	442	113	206	194	209	203	80	52	127	77
	8.00 - 8.30				A	7.4	14	656	1463	289	199	70^	858	200	375	388	404	405	407	86^	171	191	212	189	71^	52^	127	93^
	8.30 - 9.00				A	9.1	17	806	1479	301	206	80	831	236	396	383	359	367	381	88	176	172	201	168	82	56^	185	119
CAMPAIGN'88:CONVENTION-MO(S) CONT'D					A	6.1	11	540	1393	209	135	64^	738	146	274	268	309	427	555	123	215	232	255	290	44^	20v	58^	40^

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PROGRAM AUDIENCE ESTIMATES (Alpha)

JUL. 18-24, 1988

PROGRAM NAME / DAY TIME #STNS DUR CVG% NET TYPE NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
EVENING CONT'D																								
CAMPAIGN'88:CONVENTION-M-CONT'D MON 9.00P 139 CBS 210 99 P																								
DEMOCRATIC-MONDAY																								
9.00 - 9.30	A	5.8	11	514	1387	222	150	85^	733	171	292	269	299	401	530	111^	206	216	260	278	58^	28v	67^	42^
9.30 - 10.00	A	5.7	10	505	1343	208	136	52^	697	127	240	227	279	431	544	118^	201	220	255	293	46^	22v	55^	48^
10.00 - 10.30	A	5.8	10	514	1362	193	121^	56^	733	126	237	245	300	460	529	107^	191	208	238	300	36^	19v	63^	47^
10.30 - 11.00	A	6.0	11	532	1408	206	129	61^	755	137	280	277	321	440	574	137	228	245	242	292	30v	10v	49^	32^
11.00 - 11.30	A	7.9	16	700	1467	217	140	65^	768	170	325	330	350	393	597	146	250	278	283	287	48^	21v	54^	31^
CAMPAIGN'88:CONVENTION-TU(S) TUE 9.00P 203 CBS 210 99 P	A	6.7	13	594	1423	258	176	35^	750	135	288	294	338	419	582	117	242	275	268	292	46^	20v	45^	30^
DEMOCRATIC-TUESDAY																								
9.00 - 9.30	A	5.3	10	470	1482	257	189	41^	775	146	307	305	332	428	591	117^	227	258	273	315	52^	22v	64^	32v
9.30 - 10.00	A	5.5	10	487	1454	240	164	48^	774	141	278	278	314	462	589	89^	186	233	261	349	45^	15v	45^	23v
10.00 - 10.30	A	5.6	10	496	1434	249	176	43^	743	140	267	278	291	447	600	101^	223	256	255	332	36^	2v	55^	32v
10.30 - 11.00	A	6.9	13	611	1376	262	184	34^	730	126	271	274	321	423	587	139	246	284	246	292	20v	4v	38^	25v
11.00 - 11.30	A	8.7	17	771	1418	260	170	32^	743	125	286	299	371	406	584	120	257	291	273	276	50^	24^	41^	31^
11.30 - 12.00	A	8.2	17	727	1406	273	179	29^	745	142	307	317	364	388	568	125	272	295	280	252	58^	38^	34^	29^
12.00 - 12.30	A	6.6	17	585	1435	259	170	27v	764	138	303	310	355	407	565	116	267	289	287	255	60^	33^	46^	36^
CAMPAIGN'88:CONVENTION-WE(S) WED 9.00P 178 CBS 211 99 P	A	6.7	13	594	1514	258	188	63^	796	131	315	332	351	431	598	126	245	279	274	291	43^	17v	78^	55^
DEMOCRATIC-WEDNESDAY																								
9.00 - 9.30	A	6.5	13	576	1527	245	186	73^	792	161	327	320	315	432	605	136	229	243	248	328	26v	11v	104^	68^
9.30 - 10.00	A	6.6	12	585	1507	249	179	69^	809	129	296	302	323	476	596	133	226	245	244	323	26v	4v	76^	51^
10.00 - 10.30	A	6.5	12	576	1526	251	180	66^	807	112	285	313	338	470	606	128	238	281	274	303	52^	20v	61^	46^
10.30 - 11.00	A	7.5	14	665	1554	268	203	59^	797	124	318	345	360	426	621	132	259	309	291	284	58^	27^	79^	56^
11.00 - 11.30	A	7.8	16	691	1528	264	198	65^	792	142	346	362	379	388	603	112	268	314	309	264	53^	27^	79^	58^
11.30 - 12.00	A	5.2	12	461	1405	271	172	46^	770	114^	308	345	395	390	536	114^	245	271	270	240	35v	10v	64^	50^
CAMPAIGN'88:CONVENTION-TH(S) THU 8.00P 223 CBS 211 99 P	A	6.5	13	576	1510	273	175	40^	845	112	263	284	388	527	585	99^	186	222	260	346	30^	14v	49^	34^
DEMOCRATIC-THURSDAY																								
8.00 - 8.30	A	5.1	11	452	1575	242	142	49^	879	121^	278	307	374	532	553	96^	163	179	220	355	25v	8v	118^	77^
8.30 - 9.00	A	5.2	11	461	1519	246	148	31v	864	84^	221	247	369	593	564	81^	131^	149	209	396	22v	11v	70^	51^
9.00 - 9.30	A	5.9	12	523	1509	274	174	34^	836	96^	234	246	370	561	558	85^	140	174	226	373	47^	24v	69^	50^
CONT'D																								

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PROGRAM AUDIENCE ESTIMATES (Alpha)

JUL.18-24,1988

PROGRAM NAME / DAY TIME DUR NET #STNS CVG% TYPE NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
EVENING CONT'D																								
CAMPAIGN'88:CONVENTION-T-CONT'D																								
9.30 - 10.00	A	6.1	12	540	1531	318	208	32^	867	119	279	285	392	543	582	92^	175	218	258	357	33^	23v	49^	42^
10.00 - 10.30	A	6.9	13	611	1514	297	200	48^	861	124	286	301	412	520	587	98^	194	238	270	337	19v	11v	47^	34^
10.30 - 11.00	A	7.6	14	673	1513	269	174	43^	834	118	261	289	399	508	618	106	209	272	296	333	39^	16v	22v	12v
11.00 - 11.30	A	8.4	17	744	1502	264	168	39^	826	114	270	299	396	495	626	117	238	279	303	323	30^	7v	20v	8v
11.30 - 12.00	A	6.6	15	585	1476	279	187	50^	849	123	296	308	400	507	583	114	229	231	275	319	29^	13v	15v	9v
CBS FRIDAY MOVIE	A	6.4	13	567	1541	256	147	94^	855	180	325	318	384	491	514	125	216	213	242	261	67^	38^	105^	54^
FRI 9.00P 120 CBS 4	B	8.5	18	756	1522	275	185	64	803	179	349	363	400	390	555	138	266	276	283	245	52	24^	112	69
206 97 FF 7	C	9.2	19	815	1577	271	197	67	786	206	380	381	383	343	538	158	280	276	263	215	91	45	162	108
EDUCATING RITA																								
9.00 - 9.30	A	7.1	15	629	1543	247	136	91^	826	179	302	312	366	472	536	124	222	219	257	274	72^	37^	108	59^
9.30 - 10.00	A	6.5	13	576	1528	269	156	104^	856	179	327	312	389	491	505	117	206	212	249	253	73^	41^	93^	44^
10.00 - 10.30	A	6.3	13	558	1531	257	153	91^	856	191	344	317	381	484	489	129	215	207	233	242	61^	40^	125	67^
10.30 - 11.00	A	5.9	12	523	1512	241	140	89^	860	166	318	322	390	504	505	130	213	205	219	265	56^	34^	91^	45^
CBS SUMMER PLAYHOUSE	A	4.8	9	425	1547	302	236	32v	828	210	392	398	386	360	510	170	283	272	229	188	90^	49^	119^	75^
TUE 8.00P 60 CBS 4	B	6.1	12	538	1474	277	211	72	786	241	392	360	332	341	441	146	246	239	207	159	82	49^	166	101
191 92 FV 5	C	6.4	12	565	1482	274	204	68	777	225	374	351	337	349	458	146	253	245	217	167	80	49^	166	97
JHNSNS ARE HOME/LIMITED PARTNERS																								
8.00 - 8.30	A	5.3	10	470	1525	294	226	31v	835	204	378	376	388	380	505	162	273	270	232	184	70^	40^	116^	70^
8.30 - 9.00	A	4.2	8	372	1612	319	255	33v	840	222	419	435	392	344	528	185	303	281	231	198	119^	62^	125^	84^
CBS SUNDAY MOVIE(R)	A	13.4	24	1187	1553	358	258	60	878	256	451	395	401	354	497	150	237	250	228	204	92	60	86	58
SUN 9.00P 120 CBS 4	B	11.9	22	1050	1559	305	203	48	841	177	364	369	425	403	573	113	236	255	295	282	63	36	82	52
212 99 FF 41	C	16.4	27	1449	1639	332	235	59	861	215	428	430	434	362	613	153	306	314	320	253	79	38	87	53
SIN OF INNOCENCE																								
9.00 - 9.30	A	12.2	23	1081	1561	356	249	50^	890	241	429	373	394	392	511	143	227	238	225	228	90	61	71	44^
9.30 - 10.00	A	13.0	23	1152	1532	352	251	61	869	252	450	396	400	347	502	157	242	254	229	202	89	56	73	50^
10.00 - 10.30	A	14.1	25	1249	1565	363	268	63	875	268	464	407	402	337	495	152	241	259	230	199	95	59	99	69
10.30 - 11.00	A	14.5	26	1285	1532	356	258	65	867	259	451	397	402	339	475	146	232	243	224	188	93	61	98	64
DECISION '88-DEM CONV-MON(S)	A	6.2	11	549	1501	260	167	59^	744	165	332	345	355	345	587	162	311	301	301	227	56^	32^	113^	66^
MON 8.30P 161 NBC																								
203 99 P																								
8.30 - 9.00	A	6.5	12	576	1514	245	169	79^	738	213	365	350	307	310	536	181	326	312	272	170	87^	57^	153	86^
9.00 - 9.30	A	6.2	11	549	1540	276	161	53^	779	183	338	353	342	367	593	170	315	317	296	222	53^	41^	114^	67^
9.30 - 10.00	A	6.4	11	567	1508	285	170	54^	771	165	342	374	377	343	604	147	311	319	329	231	46^	30^	87^	48^
10.00 - 10.30	A	5.9	11	523	1492	276	181	55^	753	144	323	357	386	355	608	148	305	303	326	251	40^	18v	91^	53^
10.30 - 11.00	A	5.7	11	505	1466	233	156	58^	695	120^	295	309	381	348	599	162	300	269	298	262	55^	17v	117^	70^
11.00 - 11.30	A	6.7	13	594	1520	240	168	53^	734	164	318	314	345	368	609	180	322	271	282	252	55^	14v	122	83^

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JUL.18–24,1988

PROGRAM NAME / DAY TIME DUR NET #STNS CVG% TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
EVENING CONT'D																									
DECISION '88-DEM CONV-TUE(S) TUE 9.00P 189 NBC 204 99 P		A	8.7	17	771	1458	215	153	50^	747	132	304	313	350	397	602	145	289	286	286	271	49^	16v	59^	31^
9.00 - 9.30		A	7.8	15	691	1428	230	151	62^	785	134	289	300	354	439	544	121	221	216	237	282	48^	11v	51^	23v
9.30 - 10.00		A	8.0	14	709	1458	239	160	53^	786	127	289	318	351	433	575	136	258	257	262	272	46^	13v	50^	19v
10.00 - 10.30		A	8.1	15	718	1437	231	155	49^	741	109	272	295	342	416	587	132	272	264	279	274	44^	12v	65^	25^
10.30 - 11.00		A	8.6	16	762	1442	192	132	48^	712	113	285	296	350	382	629	140	308	308	316	278	37^	10v	64^	33^
11.00 - 11.30		A	10.4	20	921	1521	199	147	50^	757	150	332	334	357	382	653	159	327	331	319	279	54^	22^	57^	36^
11.30 - 12.00		A	9.5	20	842	1492	213	169	42^	729	151	338	327	348	362	636	175	337	323	298	261	64^	25^	63^	40^
12.00 - 12.30		A	7.1	17	629	1457	229	191	37^	767	150	365	359	374	373	553	147	291	295	273	228	56^	26^	81^	52^
DECISION '88-DEM CONV-WED(S) WED 9.00P 168 NBC 204 99 P		A	6.6	13	585	1495	245	174	58^	749	165	314	318	320	388	601	179	281	254	237	284	69^	30^	76^	56^
9.00 - 9.30		A	5.3	10	470	1458	232	177	76^	764	172	301	303	295	412	565	175	251	230	195	293	49^	14v	80^	59^
9.30 - 10.00		A	5.6	10	496	1488	235	168	76^	777	144	288	318	325	435	572	143	245	237	229	297	63^	24v	77^	53^
10.00 - 10.30		A	6.4	12	567	1487	239	167	57^	743	148	300	303	318	403	598	159	267	242	247	292	74^	32^	72^	52^
10.30 - 11.00		A	7.1	13	629	1498	258	183	53^	735	163	312	315	327	374	613	199	301	258	232	276	76^	39^	74^	54^
11.00 - 11.30		A	8.3	17	735	1560	257	178	47^	764	197	350	338	323	368	636	192	306	278	266	287	79^	37^	82^	63^
11.30 - 12.00		A	6.6	15	585	1533	259	182	44^	755	162	347	348	352	360	643	219	331	289	256	275	64^	24v	72^	54^
DECISION '88-DEM CONV-THU(S) THU 9.00P 157 NBC 205 99 P		A	8.0	15	709	1474	239	174	64^	763	163	331	342	351	372	574	162	288	269	259	247	62^	18v	75^	46^
9.00 - 9.30		A	7.2	14	638	1449	255	206	75^	772	219	382	371	325	338	490	157	238	193	185	228	83^	33^	103	48^
9.30 - 10.00		A	7.1	14	629	1447	216	156	72^	735	158	315	322	323	371	580	173	266	237	237	269	53^	18v	78^	38^
10.00 - 10.30		A	8.1	15	718	1491	217	158	64^	772	151	310	317	338	407	591	162	294	276	265	257	51^	12v	77^	46^
10.30 - 11.00		A	8.6	16	762	1503	223	154	53^	758	135	299	319	355	393	610	153	314	317	308	250	61^	14v	74^	54^
11.00 - 11.30		A	9.1	18	806	1463	265	191	61^	765	159	344	368	385	353	585	164	307	295	282	237	60^	16v	53^	44^
11.30 - 12.00		A	7.9	18	700	1465	288	195	61^	776	152	356	392	421	341	564	174	306	287	254	216	74^	16v	51^	47^
DIRTY DOZEN(R)		A	1.4	3	124	1397	246^	128v	66v	669	149^	268^	270^	372^	332^	535	110v	242^	316^	329^	193^	68v	24v	126v	40v
SAT 9.00P 60 FOX	4	B	1.5	3	135	1501	235	162^	56^	581	186^	304	282	289	236	642	211^	373	362	334	204^	114^	46v	163^	109^
118 81 A	12	C	2.1	4	185	1536	206	161	60^	540	168	320	314	272	178	704	240	434	404	364	217	135^	54^	158	108^
9.00 - 9.30		A	1.5	3	133	1438	198^	97v	63v	653	150^	270^	257^	351^	318^	522	122v	242^	326^	304^	175^	92v	42v	171^	57v
9.30 - 10.00		A	1.3	3	115	1350	300^	163^	69v	687	148^	267^	285^	397^	347^	550^	97v	241^	306^	357^	214^	41v	<<	73v	22v
DISNEY SUNDAY MOVIE(R)		A	5.4	12	478	1707	258	193	70^	660	256	399	338	272	221	640	244	439	411	303	174	99^	50^	308	165
SUN 7.00P 60 ABC	4	B	5.4	12	476	1657	234	181	77	625	222	354	321	277	232	584	222	372	344	274	175	111	46^	337	206
215 99 FF	38	C	9.4	16	831	1967	270	226	100	704	278	476	427	322	190	587	240	427	399	289	121	195	96	482	307
YOUNG HARRY HOUDINI, PT.2 CONT'D																									

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PROGRAM AUDIENCE ESTIMATES (Alpha)

JUL. 18–24, 1988

PROGRAM NAME / DAY TIME DUR NET / #STNS CVG% TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
EVENING CONT'D																									
DISNEY SUNDAY MOVIE(R)-CONT'D																									
7.00 - 7.30		A	4.9	11	434	1682	245	178	70^	659	247	390	327	268	228	637	233	433	392	301	180	93^	52^	293	153
7.30 - 8.00		A	5.8	13	514	1757	273	210	71^	673	267	413	353	280	219	654	257	451	434	310	172	105^	49^	325	177
DIVIDED WE STAND(S) THU 8.00P 60 ABC 197 91 GD		A	4.8	9	425	1587	361	248	51^	871	285	422	404	314	393	482	170	265	263	198	186	82^	53^	153	100^
8.00 - 8.30		A	4.4	9	390	1581	341	228	49^	873	285	401	389	312	412	480	166	258	257	193	195	64^	43^	164	110^
8.30 - 9.00		A	5.2	10	461	1593	378	265	54^	869	285	440	417	316	376	483	174	271	267	201	179	96^	61^	143	91^
DOWN DELAWARE ROAD(S) WED 8.00P 60 NBC 206 99 GD		A	5.8	11	514	1573	285	236	84^	731	263	437	370	329	245	556	243	365	316	220	164	113^	54^	172	133
8.00 - 8.30		A	5.8	11	514	1566	287	231	80^	741	242	424	375	348	266	570	229	363	330	243	174	103^	53^	152	123^
8.30 - 9.00		A	5.8	11	514	1580	284	240	89^	722	284	450	365	310	225	543	256	367	302	197	154	124	55^	191	144
DUET(R) SUN 10.00P 30 FOX		A	3.0	5	266	1564	245	221^	127^	626	303	455	330	234^	156^	576	283	422	327	192^	123^	147^	87^	215^	134^
124 85 CS	3	B	3.1	6	278	1532	280	243	107^	635	304	473	375	273	126^	542	267	415	330	218	94^	178	115^	178	101^
	3	C	3.1	6	278	1532	280	243	107^	635	304	473	375	273	126^	542	267	415	330	218	94^	178	115^	178	101^
'88 VOTE:DEM CONV 9:00-MO(S) MON 9.00P 136 ABC 211 99 P		A	5.7	10	505	1482	245	150	49^	742	134	249	293	366	420	628	140	281	305	311	286	36^	12v	76^	40^
9.00 - 9.30		A	5.7	10	505	1451	253	162	71^	737	153	262	312	334	401	574	132	264	281	270	255	42^	13v	98^	42^
9.30 - 10.00		A	5.5	10	487	1477	248	141	52^	768	125^	229	286	374	462	607	134	277	298	302	270	30v	15v	72^	39^
10.00 - 10.30		A	5.4	10	478	1531	249	151	45^	770	129^	249	290	377	449	640	138	277	302	316	297	39^	14v	81^	50^
10.30 - 11.00		A	5.8	11	514	1466	238	140	35^	708	120^	234	282	375	397	673	150	297	334	342	306	29v	10v	55^	34^
11.00 - 11.30		A	6.4	13	567	1504	235	160	37^	727	149	286	298	376	377	661	147	298	315	334	311	44^	9v	71^	31^
'88 VOTE:DEM CONV 9:00-TU(S) TUE 9.00P 183 ABC 210 99 P		A	7.8	15	691	1463	257	175	47^	718	167	292	291	320	365	606	188	338	310	271	225	65^	23v	74^	48^
9.00 - 9.30		A	6.7	13	594	1465	257	193	55^	749	189	311	290	285	385	544	158	287	282	242	213	77^	32^	95^	64^
9.30 - 10.00		A	7.1	13	629	1398	226	158	53^	676	138	246	263	294	367	594	155	300	302	280	241	60^	20v	67^	44^
10.00 - 10.30		A	7.3	13	647	1415	234	151	41^	698	143	245	256	310	387	592	151	299	289	282	244	54^	18v	71^	46^
10.30 - 11.00		A	7.8	15	691	1432	250	171	34^	711	166	275	274	309	377	593	168	320	294	267	233	61^	19v	67^	40^
11.00 - 11.30		A	9.3	18	824	1505	263	180	46^	723	186	313	306	328	352	640	233	392	338	275	209	69^	25^	73^	44^
11.30 - 12.00		A	8.5	18	753	1557	300	195	52^	751	177	344	342	378	343	660	244	403	342	280	221	71^	23^	75^	54^
12.00 - 12.30		A	7.7	18	682	1492	306	204	56^	764	192	373	366	394	324	594	199	340	311	270	216	62^	20v	73^	50^
'88 VOTE:DEM CONV 9:00-WE(S) WED 9.00P 155 ABC 211 99 P CONT'D		A	6.9	13	611	1437	222	154	24v	722	146	282	299	345	373	575	150	290	316	286	217	57^	27v	84^	65^

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PROGRAM AUDIENCE ESTIMATES (Alpha)

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VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

PROGRAM NAME / DAY TIME #STNS	DUR CVG%	NET TYPE	NO. OF T/C	KEY	HH AVG. AUD. %	HH SH %	HH AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
EVENING CONT'D																											
'88 VOTE:DEM CONV 9:00-W-CONT'D																											
9.00 - 9.30				A	6.6	13	585	1441	222	173	20v	682	155	277	290	311	344	562	156	267	295	281	228	75^	48^	122	84^
9.30 - 10.00				A	6.2	12	549	1414	194	138	19v	721	125	273	296	351	382	578	135	273	319	296	230	48^	26v	66^	55^
10.00 - 10.30				A	6.2	12	549	1445	209	134	21v	718	133	258	281	342	391	602	146	304	337	304	228	59^	21v	66^	56^
10.30 - 11.00				A	7.2	13	638	1452	230	161	25v	748	159	301	313	362	379	583	161	314	328	284	206	47^	20v	74^	65^
11.00 - 11.30				A	8.2	16	727	1455	245	165	34^	743	157	298	312	360	376	568	155	299	313	276	201	54^	22v	89	66^
11.30 - 12.00				A	6.5	15	576	1481	244	152	22v	767	146	286	326	383	394	555	137	269	280	273	231	66^	26v	93^	69^
'88 VOTE:DEM CONV 9:00-TH(S)				A	6.7	13	594	1495	269	180	56^	793	149	307	353	362	410	593	125	270	283	282	275	46^	25v	64^	34^
THU 9.00P 159		ABC																									
210	99	P																									
9.00 - 9.30				A	5.5	11	487	1500	279	202	43^	820	153	314	361	345	425	547	116^	227	236	237	271	53^	29v	80^	49^
9.30 - 10.00				A	6.0	11	532	1495	261	178	39^	783	130	291	351	352	411	586	105^	247	277	281	283	57^	32^	69^	33^
10.00 - 10.30				A	7.1	13	629	1472	250	169	48^	766	135	285	334	350	409	601	125	280	292	293	274	49^	24v	55^	29^
10.30 - 11.00				A	7.6	14	673	1517	287	188	66^	803	163	326	368	377	406	620	130	295	306	305	281	38^	22v	56^	24v
11.00 - 11.30				A	7.2	14	638	1523	271	175	74^	804	163	321	358	383	409	614	140	297	302	296	272	38^	21v	67^	36^
11.30 - 12.00				A	6.5	15	576	1502	274	169	67^	824	152	316	359	390	423	577	141	255	264	260	282	47^	24v	54^	41^
FACTS OF LIFE(R)				A	9.4	22	833	1582	270	220	83	786	271	441	357	286	309	395	156	239	194	154	130	172	112	229	180
SAT 8.00P	30	NBC	4	B	9.8	24	866	1555	289	229	75	814	274	444	359	306	335	392	133	225	192	167	142	153	100	196	136
207	99	CS	40	C	13.1	25	1165	1683	298	234	76	823	264	435	376	317	344	436	154	251	225	187	155	172	111	252	169
FAMILY DOUBLE-DARE				A	2.3	5	204	1542	148^	117^	87^	531	254^	334	279^	167^	164^	467	265^	372	343	151^	78v	217^	113^	328	201^
SAT 8.00P	30	FOX	4	B	2.2	5	193	1675	174	155^	84^	529	277	374	307	171	133^	487	275	378	305	158	90^	181	91^	477	331
116	80	QG	14	C	2.8	6	248	1709	197	169	92^	517	251	376	321	205	113	463	231	358	307	193	78^	211	103^	519	373
FAMILY DOUBLE-DARE SPEC(S)				A	2.0	4	177	1552	97^	73v	75v	521	206^	287^	227^	175^	210^	369	212^	277^	224^	98^	92v	273^	145^	389	225^
SAT 8.30P	30	FOX																									
116	78	QG																									
FAMILY TIES(R)				A	9.6	20	851	1587	300	255	67^	677	316	477	367	263	154	500	266	396	332	196	78	184	106	226	157
SUN 8.00P	30	NBC	4	B	9.0	19	797	1634	309	261	74	711	314	490	374	281	184	489	243	369	295	199	95	190	115	244	168
208	99	CS	44	C	15.7	25	1395	1846	361	311	97	780	356	548	457	311	189	564	275	419	356	235	107	210	120	292	197
FRANK'S PLACE(R)				A	4.9	11	434	1387	271	219	57^	733	191	390	376	327	300	524	141^	289	292	254	208	45^	27v	86^	57^
SAT 8.30P	30	CBS	2	B	5.1	12	456	1426	283	225	72^	768	217	402	372	349	329	523	139	285	291	260	208	53^	27^	82^	52^
210	99	CS	2	C	5.1	12	456	1426	283	225	72^	768	217	402	372	349	329	523	139	285	291	260	208	53^	27^	82^	52^
FULL HOUSE(R)				A	8.5	18	753	1645	250	199	93	723	264	391	332	258	288	420	158	273	252	193	120	201	103	301	229
FRI 8.30P	30	ABC	4	B	9.6	21	846	1624	262	206	80	753	252	423	357	303	289	408	160	255	220	169	122	165	96	297	205
206	97	CS	21	C	10.5	20	933	1659	273	215	93	763	266	432	391	304	287	410	164	258	236	175	122	164	102	323	211
FULL HOUSE-TUE(R)				A	10.6	20	939	1621	319	274	101	740	331	512	400	290	189	429	209	312	258	165	88	206	135	246	171
TUE 8.30P	30	ABC	1	B	10.6	20	939	1621	319	274	101	740	331	512	400	290	189	429	209	312	258	165	88	206	135	246	171
206	93	CS	1	C	10.6	20	939	1621	319	274	101	740	331	512	400	290	189	429	209	312	258	165	88	206	135	246	171

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PROGRAM AUDIENCE ESTIMATES (Alpha)

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PROGRAM NAME / DAY / TIME / #STNS	DUR / CVG%	NET / TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
EVENING CONT'D																											
GARRY SHANDLING SHOW																											
SUN 9.00P	30	FOX	4	A	4.0	8	354	1622	274	251	147^	656	317	455	352	241	180	556	291	446	342	219	104^	134^	54^	276	191
124	85	CS	21	B	4.0	8	354	1651	278	245	112	656	325	459	350	239	169	576	336	475	332	199	87	163	71^	256	175
				C	4.3	7	378	1666	279	248	93	631	329	467	362	223	139	592	338	487	360	218	80	195	96	248	174
GOLDEN GIRLS(R)																											
SAT 9.00P	30	NBC	4	A	15.6	33	1382	1576	282	204	59	860	226	407	353	357	405	382	105	188	161	157	178	142	80	192	146
208	99	CS	44	B	15.9	34	1407	1567	285	213	67	843	238	410	364	344	386	413	113	199	185	182	186	121	74	190	138
				C	20.4	37	1807	1691	309	226	69	881	239	415	390	372	409	465	138	236	224	206	197	135	85	210	146
GROWING PAINS(R)																											
WED 8.00P	30	ABC	4	A	10.1	20	895	1638	337	287	81	742	347	508	426	267	197	426	213	291	262	157	97	191	125	279	202
197	93	CS	20	B	12.2	24	1079	1607	290	250	94	721	352	501	395	253	180	429	234	306	240	147	88	184	118	273	191
				C	14.8	27	1314	1658	302	256	100	717	335	495	406	268	184	438	222	318	266	168	90	215	124	288	190
HEAD OF THE CLASS(R)																											
WED 8.30P	30	ABC	3	A	9.8	19	868	1681	327	273	60^	711	334	480	408	258	180	462	239	328	276	176	102	180	126	328	237
204	95	CS	38	B	11.7	23	1034	1638	321	276	93	714	349	508	415	266	164	439	241	324	265	153	83	199	128	286	206
				C	15.6	26	1381	1701	320	271	105	725	340	502	427	276	181	467	234	348	299	187	91	216	119	292	193
HEART AND SOUL(S)																											
THU 8.30P	30	NBC		A	12.9	25	1143	1656	309	274	110	764	322	534	446	324	195	469	223	336	260	189	112	212	124	211	142
208	97	GD																									
HOTEL(R)				A	5.7	12	505	1465	245	151	70^	786	239	395	365	348	312	472	186	309	281	218	130	55^	37^	151	124^

PROGRAM NAME / DAY / TIME / #STNS	DUR / CVG%	NET / TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
SAT 10.00P	60	ABC	3	B	5.6	12	499	1418	302	198	68^	806	238	392	375	353	334	441	164	258	238	200	146	48^	31^	124	91
206	97	GD	4	C	5.6	12	492	1433	306	199	68	815	229	389	382	364	350	445	162	259	239	200	148	53^	35^	120	87
10.00 - 10.30				A	5.4	11	478	1484	239	144	74^	798	244	404	365	351	319	478	197	319	283	213	132^	62^	41^	146	124^
10.30 - 11.00				A	5.9	13	523	1471	256	160	67^	788	238	393	372	352	311	475	179	305	285	227	131	50^	34^	158	127
HUNTER(R)																											
SAT 10.00P	60	NBC	4	A	15.3	33	1356	1557	266	193	76	758	193	381	367	377	327	540	146	274	272	264	223	121	48	138	94
207	99	OP	20	B	14.5	31	1287	1620	280	211	72	781	218	404	378	367	329	563	155	296	290	282	221	121	58	154	106
				C	14.5	29	1281	1652	292	219	69	799	223	424	396	384	324	545	155	288	279	278	216	140	79	167	116
10.00 - 10.30				A	15.3	33	1356	1576	274	203	80	780	213	405	382	377	326	535	147	276	269	261	219	115	44^	146	96
10.30 - 11.00				A	15.3	33	1356	1538	257	182	72	735	173	357	353	376	328	546	146	273	274	268	228	127	53	130	93
I MARRIED DORA(R)																											
FRI 9.30P	30	ABC	4	A	9.9	20	877	1591	303	234	82	765	272	437	367	317	275	427	143	252	242	191	139	130	97	269	199
200	94	CS	9	B	9.6	20	851	1557	285	219	96	783	270	423	360	306	316	399	142	234	213	170	139	125	84	250	171
				C	9.1	18	805	1561	275	209	95	769	256	413	362	306	314	419	157	248	226	175	142	124	86	249	164
JAKE AND THE FATMAN(R)																											
WED 8.00P	60	CBS	4	A	8.9	17	789	1509	259	175	48^	846	128	332	356	418	455	532	116	205	208	244	279	37^	11v	94	63^
184	89	OP	7	B	9.3	18	826	1523	265	184	57	837	140	339	356	404	436	526	112	224	221	242	261	59	21^	101	65
				C	9.6	19	852	1518	268	191	55	829	147	347	361	404	419	525	109	221	229	252	261	63	27^	101	65
8.00 - 8.30				A	8.5	17	753	1515	258	171	49^	857	124	326	352	417	471	534	110	198	201	240	289	34^	10v	90	61^
8.30 - 9.00				A	9.3	18	824	1503	260	178	46^	837	132	339	360	418	440	531	121	212	215	247	270	39^	12v	97	64^
KATE & ALLIE(R)																											
SAT 8.00P	30	CBS	2	A	5.9	14	523	1376	297	215	50^	771	193	366	334	340	359	457	127	212	204	190	219	55^	34^	93^	54^
210	99	CS	2	B	6.2	15	549	1438	284	211	65^	804	229	392	348	334	363	468	137	226	219	202	212	56^	31^	111	67^
				C	6.2	15	549	1438	284	211	65^	804	229	392	348	334	363	468	137	226	219	202	212	56^	31^	111	67^
MACGYVER(R)				A	7.0	14	620	1651	217	175	46^	616	175	381	346	318	202	642	197	412	395	343	196	122	50^	271	182
CONT'D																											

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

JUL. 18–24, 1988

PROGRAM NAME / DAY TIME #STNS DUR CVG% NET TYPE NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES: TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
EVENING CONT'D																								
MACGYVER(R)-CONT'D																								
SUN 8.00P 60 ABC 4	B	6.4	13	569	1758	254	213	60	662	231	411	369	300	216	632	211	411	392	331	176	141	58	322	215
215 98 A 8	C	7.0	14	622	1756	263	218	68	679	234	425	375	317	218	654	233	438	410	337	167	141	56	282	182
8.00 - 8.30	A	6.3	13	558	1610	213	171	46^	612	163	381	353	328	200	612	176	381	371	331	203	123	48^	263	176
8.30 - 9.00	A	7.7	15	682	1685	220	179	47^	618	186	382	340	309	203	667	214	438	414	353	191	121	52^	278	187
MARRIED...WITH CHILDREN(R)	A	6.1	12	540	1740	366	335	123	697	418	555	405	220	126	720	411	599	462	278	85^	119	58^	205	125
SUN 8.30P 30 FOX 4	B	5.8	12	509	1744	327	288	110	688	374	529	397	244	134	678	386	560	436	261	80	152	69	225	135
125 87 CS 40	C	5.0	8	441	1860	328	292	107	687	370	534	417	253	124	685	396	574	452	259	77	213	97	275	178
MATLOCK(R)	A	10.1	19	895	1567	248	183	46^	872	204	368	352	402	436	505	103	181	172	229	286	91	40^	98	67^
TUE 8.00P 60 NBC 3	B	11.7	22	1034	1556	253	179	66	857	175	353	357	401	439	499	100	200	200	228	264	81	41	120	75
201 98 GD 39	C	16.1	26	1427	1616	257	170	49	883	133	321	352	437	492	576	97	220	230	286	313	67	34	90	53
8.00 - 8.30	A	9.4	18	833	1573	257	194	50^	873	214	378	359	396	431	501	105	183	172	220	284	93	41^	106	72^
8.30 - 9.00	A	10.8	20	957	1562	239	173	43^	871	196	360	346	407	441	509	101	179	171	237	288	90	39^	91	63^
MIAMI VICE(R)	A	10.8	22	957	1609	295	233	78	666	232	431	391	324	181	642	256	453	396	324	149	126	48^	175	116
FRI 10.00P 60 NBC 3	B	9.9	20	874	1638	282	232	73	686	244	452	400	326	193	615	247	436	387	304	141	145	59	192	132
205 98 OP 16	C	11.4	22	1009	1645	284	241	88	697	268	481	427	332	174	618	257	435	382	291	145	150	65	180	118
10.00 - 10.30	A	10.4	21	921	1603	290	229	76	657	231	435	388	322	171	629	251	446	386	317	146	131	53^	187	125
10.30 - 11.00	A	11.3	23	1001	1601	296	235	79	668	231	424	390	323	188	648	259	455	402	327	151	121	42^	163	106
MIAMI VICE SPECIAL(S,R)	A	8.5	17	753	1524	300	243	57^	670	222	429	411	335	185	581	214	390	355	293	156	111	49^	162	110
FRI 9.00P 60 NBC																								
203 97 OP																								
9.00 - 9.30	A	8.1	17	718	1515	284	234	53^	671	212	423	403	338	196	579	205	378	347	287	166	110	52^	155	105
9.30 - 10.00	A	8.9	18	789	1532	314	250	61^	668	231	435	419	333	176	582	221	402	362	298	146	113	47^	168	115
MR. BELVEDERE(R)	A	10.4	22	921	1647	289	225	102	765	305	443	339	282	281	429	167	275	243	183	128	159	92	294	213
FRI 9.00P 30 ABC 4	B	9.9	21	875	1611	272	212	96	771	272	426	352	300	306	409	153	244	215	174	134	147	85	285	198
201 96 CS 19	C	10.5	19	928	1664	271	213	95	750	253	423	374	312	290	420	160	256	236	186	133	169	103	326	219
MURDER, SHE WROTE(R)	A	13.8	27	1223	1489	283	169	39^	882	120	281	302	422	532	542	89	153	184	228	331	36^	20^	29^	15^
SUN 8.00P 60 CBS 4	B	13.8	29	1218	1527	275	169	36	878	122	293	321	431	511	550	82	176	201	261	324	45	25	54	32
212 99 SM 44	C	18.6	30	1652	1595	307	193	39	892	131	325	359	449	495	587	93	217	242	299	321	50	25	67	41
8.00 - 8.30	A	13.3	27	1178	1499	284	169	40^	891	121	280	300	426	542	547	87	151	182	233	338	33^	19^	28^	14^
8.30 - 9.00	A	14.3	28	1267	1480	283	169	38^	873	118	281	304	418	524	538	92	155	186	223	324	39^	20^	31^	16^
MY TWO DADS(R)	A	9.2	18	815	1559	314	255	82	674	282	445	368	282	172	436	233	343	292	158	79	183	112	266	186
SUN 8.30P 30 NBC 3	B	8.7	18	768	1654	318	268	79	708	300	491	388	295	177	459	221	343	296	193	89	206	123	281	200
204 99 CS 7	C	9.2	18	811	1650	311	264	85	720	321	493	391	281	187	473	242	355	290	178	95	206	124	251	184
NBC SUNDAY NIGHT MOVIE(R)	A	14.2	25	1258	1570	315	240	67	809	240	473	461	437	264	534	160	337	328	294	158	107	57	121	85
SUN 9.00P 120 NBC 4	B	13.8	26	1223	1710	304	241	79	717	271	473	425	350	193	644	251	466	427	326	138	154	71	195	139
204 99 FF 39	C	16.2	27	1434	1721	329	266	85	785	292	499	448	361	234	629	255	429	389	293	157	159	82	148	98
CONT'D																								

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PERMISSIBLE USES

PROGRAM AUDIENCE ESTIMATES (Alpha)

JUL. 18–24, 1988

PROGRAM NAME / DAY TIME #STNS	DUR CVG%	NET TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
EVENING CONT'D																											
NBC SUNDAY NIGHT MOVIE(R)-CONT'D																											
THE DELIBERATE STRANGER, PT.1																											
9.00 - 9.30				A	12.8	24	1134	1580	340	263	71	805	249	487	452	437	251	529	178	346	324	270	147	111	63	135	91
9.30 - 10.00				A	14.2	25	1258	1590	326	248	62	812	236	470	463	443	266	535	152	336	330	299	159	107	59	136	95
10.00 - 10.30				A	14.4	25	1276	1567	305	230	63	812	237	469	468	442	266	541	156	339	336	307	161	102	52	112	81
10.30 - 11.00				A	15.2	27	1347	1568	299	228	72	817	243	474	466	433	275	536	157	332	326	301	163	108	54	106	77
OHARA(R)				A	6.1	13	540	1613	269	208	50^	835	168	381	394	414	387	613	180	325	321	299	245	58^	30v	107^	84^
SAT 9.00P	60	ABC	3	B	6.6	14	582	1604	270	199	58^	772	180	362	353	379	345	627	186	334	299	300	252	70	24^	136	90
198	98	OP	23	C	7.6	14	670	1658	279	205	57	783	164	378	388	412	346	630	154	330	329	333	252	82	35^	163	110
9.00 - 9.30				A	5.6	12	496	1622	272	212	49^	820	175	383	402	408	367	634	197	348	341	313	241	55^	29v	113^	89^
9.30 - 10.00				A	6.7	14	594	1581	263	201	51^	836	161	373	381	412	397	587	163	301	300	283	244	59^	31^	100^	79^
PERFECT STRANGERS(R)				A	8.4	19	744	1555	255	188	72^	719	223	354	341	285	310	413	134	233	224	192	145	170	93	253	188
FRI 8.00P	30	ABC	4	B	9.3	21	826	1609	278	212	74	777	248	412	359	320	317	440	161	259	234	188	144	152	89	241	167
212	99	CS	21	C	10.2	21	903	1622	274	211	87	779	253	416	384	317	314	442	164	262	243	199	144	136	82	265	170
PRESIDENTIAL PORTRAIT				A	4.4	8	390	1587	310	226	42v	856	192	375	389	375	425	573	176	271	257	227	261	74^	23v	85^	50^
TUE 8.58P	1	CBS	9	B	9.1	16	803	1536	313	244	79	825	252	450	426	377	322	499	170	285	277	226	173	84	48	127	79
203	98	DO	103	C	12.5	20	1107	1573	312	235	73	822	238	434	417	385	331	543	175	307	294	261	198	93	45	115	70
RAGS TO RICHES(R)				A	5.9	13	523	1643	267	223	52^	703	233	449	391	320	222	442	195	318	299	200	89^	197	134	300	244
SUN 7.00P	60	NBC	4	B	5.8	13	516	1670	277	212	59^	704	223	426	366	328	239	461	168	311	290	235	116	216	142	290	222
203	98	CS	4	C	5.8	13	516	1670	277	212	59^	704	223	426	366	328	239	461	168	311	290	235	116	216	142	290	222
7.00 - 7.30				A	5.7	13	505	1602	264	207	52^	693	207	408	382	321	244	460	195	309	300	212	111^	184	123^	264	213
7.30 - 8.00				A	6.1	13	540	1681	271	238	51^	712	257	487	398	319	201	426	194	327	298	188	69^	210	145	333	272
60 MINUTES				A	14.5	32	1285	1471	242	155	34^	753	132	269	301	335	417	660	134	258	292	300	333	28^	17^	29^	19^
SUN 7.00P	60	CBS	4	B	14.4	33	1271	1489	247	164	44	778	140	278	301	342	436	634	125	252	277	297	325	29	13^	48	28
213	99	DN	45	C	19.1	34	1695	1549	277	187	41	772	147	297	315	352	414	690	159	314	329	330	321	38	16	50	27
7.00 - 7.30				A	13.9	32	1232	1462	227	145	27^	736	122	254	285	325	419	671	132	255	289	303	345	29^	16^	27^	19^
7.30 - 8.00				A	15.0	33	1329	1488	257	166	41^	774	141	285	317	346	419	655	136	262	298	299	325	28^	18^	31^	19^
SPORTSBREAK-SAT				A	7.1	15	629	1463	264	201	71^	626	214	371	348	318	212	678	268	428	428	305	209	90^	24v	70^	51^
SAT 9.58P	1	CBS	4	B	6.6	14	580	1565	283	209	88	726	221	380	358	342	306	631	228	384	384	292	205	82	28^	126	76
210	99	SN	44	C	8.1	15	721	1686	295	225	77	769	226	413	403	362	298	664	218	394	396	325	216	108	43	144	89
SPORTSBREAK-SUN				A	12.5	22	1108	1522	360	254	62	872	251	439	383	397	355	497	154	232	243	225	202	91	52^	63	42^
SUN 9.45P	1	CBS	4	B	11.5	21	1019	1549	304	203	52	839	180	360	366	416	402	572	116	236	258	294	279	59	31	79	49
211	99	SN	44	C	16.2	26	1431	1644	335	239	59	866	218	435	434	435	361	610	152	305	312	319	252	80	38	88	55
SUPERCARRIER(R)				A	6.3	14	558	1599	273	204	46^	684	170	351	374	352	263	677	213	401	410	361	214	86^	30^	152	102^
SAT 8.00P	60	ABC	4	B	5.4	13	477	1572	267	203	54^	665	165	350	364	338	251	682	220	399	402	346	220	80	23^	145	92
202	97	A	4	C	5.4	13	477	1572	267	203	54^	665	165	350	364	338	251	682	220	399	402	346	220	80	23^	145	92
8.00 - 8.30				A	6.0	14	532	1569	267	193	44^	662	154	319	349	340	271	673	209	395	402	351	226	84^	30v	149	97^
CONT'D																											

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PROGRAM AUDIENCE ESTIMATES (Alpha)

JUL. 18–24, 1988

PROGRAM NAME / DAY / TIME / #STNS	DUR / CVG%	NET / TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES: TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
EVENING CONT'D																											
SUPERCARRIER(R)-CONT'D																											
8.30 - 9.00				A	6.5	15	576	1652	282	218	48^	715	187	385	402	368	260	690	220	414	424	376	206	89^	30^	158	108^
TOUR OF DUTY(R)				A	7.5	16	665	1548	239	205	93^	602	262	428	363	270	140	688	287	459	454	307	180	115	32^	143	105
SAT 9.00P	60	CBS	3	B	6.9	15	614	1625	243	204	103	633	259	420	369	277	177	692	288	467	451	304	182	112	37^	188	117
211	99	GD	17	C	8.0	16	710	1757	256	212	86	656	243	420	382	301	192	734	295	518	495	344	170	156	53	211	145
9.00 - 9.30				A	6.7	14	594	1578	232	201	97^	621	267	445	375	281	142	679	288	457	444	296	180	118	39^	161	122
9.30 - 10.00				A	8.2	17	727	1542	247	211	90	595	261	418	359	265	140	703	290	466	467	319	183	114	26^	130	92
TRACEY ULLMAN SHOW(R)				A	3.4	6	301	1461	252	223	133^	645	298	432	325	234	192^	441	226	356	254	170^	72^	165^	88^	210^	127^
SUN 9.30P	30	FOX	3	B	4.0	7	357	1580	265	233	113	638	319	454	341	235	156	533	307	451	308	186	64^	195	106	213	138
125	87	CS	3	C	4.0	7	357	1580	265	233	113	638	319	454	341	235	156	533	307	451	308	186	64^	195	106	213	138
20/20				A	13.4	27	1187	1557	280	214	74	782	232	418	408	358	302	548	157	306	324	283	189	85	50^	143	100
FRI 10.00P	60	ABC	4	B	12.8	26	1130	1546	296	221	80	820	231	424	422	395	333	518	154	286	294	262	186	81	47	128	84
215	99	DN	42	C	12.4	23	1098	1583	295	216	81	806	224	425	429	398	316	584	171	333	346	296	197	83	42	110	71
10.00 - 10.30				A	13.3	27	1178	1587	285	218	78	793	248	425	409	351	308	547	158	306	324	281	187	90	54	157	113
10.30 - 11.00				A	13.4	27	1187	1539	277	211	71	776	218	415	411	368	298	552	158	308	326	288	191	81	46^	129	89
21 JUMP STREET(R)				A	5.3	12	470	1565	277	236	68^	674	323	504	358	289	138	519	282	418	289	214	82^	216	121^	156	105^
SUN 7.00P	60	FOX	4	B	5.0	11	441	1570	301	256	76	680	326	512	376	293	131	561	322	447	306	213	78	169	95	160	102
130	87	OP	45	C	5.4	10	480	1721	344	298	86	698	342	532	418	300	125	537	307	435	322	204	74	251	140	235	148
7.00 - 7.30				A	4.9	11	434	1555	271	222	66^	671	312	481	337	292	158	509	273	409	284	208	85^	220	125^	155	108^
7.30 - 8.00				A	5.6	12	496	1601	288	253	71^	688	338	533	382	292	122^	538	296	433	299	223	80^	216	119^	159	104^
227(R)				A	11.7	26	1037	1597	280	220	74	816	273	436	340	307	345	355	132	203	158	129	139	175	110	251	188
SAT 8.30P	30	NBC	4	B	11.6	27	1026	1556	292	222	78	825	272	434	364	317	345	373	123	206	175	160	145	150	95	209	141
207	99	CS	39	C	15.1	28	1334	1695	305	237	74	851	262	435	387	336	369	440	152	248	225	185	163	159	101	245	166
WEREWOLF(R)				A	1.4	2	124	1629	389^	319^	7v	619	135^	399^	434^	426^	130v	742	339^	515	430^	309^	182^	153^	61v	116v	65v
SUN 10.30P	30	FOX	4	B	1.3	3	117	1615	285	251^	53v	534	199^	372	335	286	117^	666	327	521	421	275	127^	227^	116^	188^	105^
78	67	SM	12	C	1.5	3	132	1498	283	240	61^	558	211^	384	340	274	139^	604	266	437	385	284	118^	186^	93^	149^	93^
WEST 57TH				A	6.9	15	611	1520	286	204	54^	736	193	378	401	363	301	611	165	326	360	326	227	79^	32^	93^	64^
SAT 10.00P	60	CBS	2	B	6.9	15	611	1566	287	204	78	744	212	387	401	373	300	655	186	378	398	352	224	71^	28^	96	57^
208	99	DN	38	C	7.7	15	682	1582	292	225	71	760	221	409	412	367	287	645	204	390	398	323	202	78	31^	99	59
10.00 - 10.30				A	6.9	15	611	1512	290	212	59^	721	208	387	399	347	280	626	178	348	380	330	219	77^	30^	88^	61^
10.30 - 11.00				A	6.9	15	611	1528	281	196	49^	752	177	368	404	378	322	596	151	303	340	321	235	82^	33^	99^	68^
WHO'S THE BOSS?(R)				A	10.8	21	957	1652	324	274	78	736	320	490	401	282	205	489	223	342	287	207	110	190	131	237	165
TUE 8.00P	30	ABC	3	B	12.9	25	1143	1638	299	253	96	728	320	487	386	275	200	475	244	338	269	177	101	170	115	266	172
207	89	CS	39	C	19.3	32	1712	1723	333	282	98	756	332	506	427	293	208	461	215	326	281	194	104	211	119	295	198
WHY ON EARTH?(S)				A	7.0	13	620	1505	309	257	77^	683	255	439	414	328	197	556	217	337	308	232	175	121	45^	145	88^
MON 8.00P	60	ABC																									
212	98	SF																									
CONT'D																											

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PROGRAM AUDIENCE ESTIMATES (Alpha)

JUL. 18–24, 1988

PROGRAM NAME / DAY / TIME / #STNS / DUR / CVG% / NET / TYPE / NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES: TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
EVENING CONT'D																								
WHY ON EARTH?(S)-CONT'D																								
8.00 - 8.30	A	6.2	12	549	1470	311	253	61^	694	223	412	404	353	237	549	187	309	291	240	193	118	40^	109^	72^
8.30 - 9.00	A	7.7	14	682	1553	312	264	91^	683	284	467	428	313	168	569	245	363	326	227	163	126	49^	175	102

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PROGRAM AUDIENCE ESTIMATES (Alpha)

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PROGRAM NAME	DAY	TIME / #STNS	DUR / CVG%	NET / TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	WORKING WOMEN 18+	WORKING WOMEN 18-49	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS MALE 12-17	TEENS FEM. 12-17	TEENS TOT. 12-14	CHILDREN TOT. 2-5	CHILDREN MALE 6-11	CHILDREN FEM. 6-11
EARLY EVENING NEWS																													
ABC WORLD NEWS TONIGHT						A	8.4	19	741	224	162	785	159	290	308	342	430	552	123	243	248	262	265	21^	23^	23^	33^	15^	15^
	MON-FRI	6.30P	30	ABC	20	B	8.7	19	767	233	167	770	151	293	316	349	410	564	135	250	262	264	263	25^	26^	23^	27^	16^	18^
		209	98	N	213	C	10.3	20	914	228	161	773	148	305	321	368	410	561	126	249	268	269	262	25^	26^	23^	35	20^	20^
ABC WRLD NEWS TONIGHT-SAT						A	4.8	13	425	173	136^	637	107^	254	249	287	336	624	173	299	294	306	275	35v	22v	7v	13v	45^	49^
	SAT	6.30P	30	ABC	4	B	5.1	14	454	195	125	692	97	234	252	311	401	638	155	268	285	309	311	18^	20^	13v	17^	27^	27^
		183	94	N	32	C	6.6	15	584	208	135	731	114	246	266	329	429	626	142	265	290	305	293	28^	25^	25^	33^	26^	22^
ABC WRLD NEWS TONIGHT-SUN						A	5.0	12	443	207	136^	741	131^	279	297	321	397	654	140^	275	285	261	329	34v	13v	26v	16v	30v	28v
	SUN	6.30P	30	ABC	4	B	5.6	14	492	194	125	697	126	249	271	317	380	654	157	289	297	307	300	32^	25^	23^	26^	26^	26^
		172	89	N	39	C	6.2	13	550	225	158	743	144	283	292	337	404	634	152	292	304	310	284	37^	30^	33^	33^	29^	30^
CBS EVENING NEWS-RATHER						A	8.6	19	764	220	142	765	138	285	295	338	427	545	82	211	222	280	296	19^	20^	20^	35^	21^	24^
	MON-FRI	6.30P	30	CBS	20	B	9.1	20	808	221	146	760	141	285	293	330	424	579	110	237	241	276	303	22^	20^	21^	34	20^	22^
		204	97	N	219	C	10.8	21	957	221	138	760	126	267	288	330	437	587	101	223	231	279	326	26^	20^	22^	33	20^	21^
CBS EVENING NEWS-SUNDAY						A	4.6	11	408	221	160	687	114^	231	208	294	425	698	155^	278	310	311	352	54^	15v	47^	6v	33v	20v
	SUN	6.21P	9	CBS	4	B	5.4	14	483	222	124	701	102	218	250	343	414	626	122	261	272	312	318	34^	22^	30^	18^	15v	14v
		185	90	N	29	C	6.6	14	587	213	135	699	104	234	259	318	412	666	145	288	296	310	331	31^	20^	25^	18^	17^	14^
CBS EVENING NEWS-SUNDAY(B)						A	2.1	5	186	193^	145^	710	133^	252^	255^	344	415	703	158^	260^	282^	337^	382	10v	19v	26v	11v	26v	24v
	SUN	6.30P	21	CBS																									
		103	44	N																									
CBS SAT. NEWS-SCHIEFFER						A	4.7	12	416	135^	91^	669	72^	181	207	249	456	688	126^	248	264	281	401	12v	8v	17v	9v	33v	8v
	SAT	6.30P	30	CBS	4	B	4.9	13	430	177	113	716	91	213	225	296	473	680	101	218	240	294	417	20^	19^	22^	26^	26^	14v
		160	91	N	38	C	6.2	14	548	191	117	720	105	214	235	286	454	642	128	246	250	281	356	25^	19^	23^	29^	21^	15^
NBC NIGHTLY NEWS						A	7.8	17	691	186	118	745	123	239	273	323	441	563	134	244	245	241	282	31^	32^	29^	26^	18^	17^
	MON-FRI	6.30P	30	NBC	20	B	8.4	19	745	191	130	744	128	260	286	327	422	572	132	252	253	261	278	29^	33^	30^	30^	20^	20^
		191	93	N	214	C	9.7	19	862	205	139	782	128	270	299	339	447	582	131	246	255	260	289	27^	32	27^	31	18^	21^
NBC NIGHTLY NEWS-SAT.						A	6.0	16	532	171	124	737	116^	225	234	248	466	668	122	297	297	329	344	31^	17v	25v	25v	31v	28v
	SAT	6.30P	30	NBC	3	B	6.1	16	538	181	122	720	103	208	220	258	467	670	135	274	266	300	364	26^	17v	21^	22^	21^	18^
		178	93	N	35	C	7.5	16	661	176	113	758	108	217	241	287	484	624	128	242	245	262	342	26^	22^	27^	30^	20^	21^
NBC NIGHTLY NEWS-SUN						A	6.4	16	567	158	123	722	117	276	305	291	399	640	159	317	322	304	276	24v	39^	32^	26v	12v	8v
	SUN	6.30P	30	NBC	4	B	5.7	15	508	175	121	734	114	243	260	292	441	657	149	282	304	296	313	27^	25^	29^	30^	15v	17^
		180	90	N	29	C	6.4	14	567	206	134	767	115	246	271	319	459	657	141	274	290	293	328	30^	26^	28^	28^	25^	22^

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PROGRAM AUDIENCE ESTIMATES (Alpha)

JUL. 18–24, 1988

PROGRAM NAME / DAY	TIME / #STNS	DUR / CVG%	NET / TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	WORKING WOMEN 25-54	WOMEN 15-24	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 21-49	WOMEN 21-54	WOMEN 25-54	MEN 15-24	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 21-49	MEN 21-54	MEN 25-54	TEENS MALE 12-17	TEENS FEM. 12-17
LATE FRINGE																												
ABC NEWS:NIGHTLINE					A	4.4	13	393	1330	301	194	225	68^	702	158	311	294	383	338	56^	532	174	281	249	321	299	19v	17v
MON	11.46P	14	ABC	14	B	4.8	14	426	1384	239	170	177	69	696	170	321	303	358	321	63	573	174	309	283	339	314	25^	24^
	209	99	N	169	C	5.4	16	478	1392	252	181	188	67	714	182	355	337	394	356	64	575	182	323	299	356	330	25^	22^
FRI	11.30P	30																										
ABC NEWS:NIGHTLINE-MON					A	3.1	12	275	1322	211^	116^	125^	82^	652	164^	226^	203^	277	217^	71^	621	191^	311	277	384	348	20v	2v
MON	12.00M	47	ABC	1	B	3.1	12	275	1322	211^	116^	125^	82^	652	164^	226^	203^	277	217^	71^	621	191^	311	277	384	348	20v	2v
	206	98	N	4	C	4.1	17	359	1390	248	160	163	99	684	183	316	286	348	293	73^	606	185	327	294	374	346	27^	18v
12.00 - 12.30					A	3.5	12	310	1330	214	114^	127^	83^	649	165^	232	206	277	221	66^	633	184^	321	286	389	358	20v	<<
12.30 - 1.00					A	2.5	11	222	1246	194^	118^	115^	77^	632	155^	200^	188^	264^	198^	80^	568	201^	272^	242^	355	307	21v	7v
ABC NEWS:NIGHTLINE-TUE					A	3.8	16	337	1541	240	172^	171^	132^	773	226	405	387	453	355	106^	619	240	415	399	438	378	39v	33v
TUE	12.33A	34	ABC	2	B	4.2	15	373	1471	244	182	179	105^	685	192	360	347	400	331	89^	654	210	390	363	427	383	43^	35^
	203	98	N	10	C	4.3	19	379	1341	230	154	167	56^	653	164	328	314	371	336	72^	597	186	345	320	383	356	29^	15v
12.30 - 1.00					A	3.9	16	346	1542	239	170^	171^	129^	769	226	404	388	456	360	111^	626	254	423	406	446	382	38v	33v
1.00 - 1.30					A	3.5	17	310	1502	235	176^	166^	145^	772	218	397	373	427	324	79^	575	178^	370	359	394	349	43v	33v
ABC NEWS:NIGHTLINE-WED					A	3.5	12	310	1349	186^	113^	145^	47v	674	141^	259	255	320	277	48v	564	173^	323	299	359	353	37v	11v
WED	12.05A	30	ABC	1	B	3.5	12	310	1349	186^	113^	145^	47v	674	141^	259	255	320	277	48v	564	173^	323	299	359	353	37v	11v
	210	99	N	6	C	4.2	17	371	1359	224	161	168	54^	659	141	305	290	336	305	49^	594	184	334	314	374	359	25^	18v
12.00 - 12.30					A	3.6	12	319	1357	185^	114^	144^	46v	674	144^	261	258	324	280	49v	569	177^	329	303	364	359	38v	10v
12.30 - 1.00					A	3.0	12	266	1305	193^	103^	152^	51v	670	128^	247	237^	295	254	44v	533	146^	292	275	332	318	35v	14v
ABC NEWS:NIGHTLINE-THU					A	3.0	11	266	1313	272	180^	201^	92^	668	145^	269	250	322	269	48v	555	209^	369	355	395	373	18v	37v
THU	12.09A	38	ABC	1	B	3.0	11	266	1313	272	180^	201^	92^	668	145^	269	250	322	269	48v	555	209^	369	355	395	373	18v	37v
	209	98	N	7	C	3.4	14	302	1370	226	154	167	49^	666	130	282	266	320	293	54^	629	207	355	330	388	369	15v	13v
12.00 - 12.30					A	3.3	12	292	1358	274	191^	208^	100^	696	159^	298	271	343	291	60^	558	210^	369	352	394	367	24v	44v
12.30 - 1.00					A	2.7	11	239	1210	262^	159^	185^	78^	609	119^	219^	212^	280	229^	30v	536	201^	360	351	387	372	8v	25v
ABC WEEKEND REPORT-SAT.					A	1.9	6	168	1291	226^	178^	181^	22v	569	168^	316^	313^	337^	318^	83v	613	302^	425	423	466	412	29v	18v
SAT	11.30P	15	ABC	4	B	1.7	5	146	1367	323	233	234	81^	690	222	364	349	422	360	82^	531	214	333	315	360	314	30v	26v
	138	76	N	43	C	2.0	6	175	1418	306	225	229	80^	713	200	388	366	431	389	77^	547	196	333	310	373	335	23v	42^
ABC WEEKEND REPORT-SUN.					A	1.4	8	124	1272	124v	74v	101v	<<	519	165^	314^	313^	353^	353^	19v	703	272^	549	545	612	595	5v	<<
SUN	12.00M	15	ABC	4	B	2.0	10	173	1430	230	181	173^	101^	675	270	439	423	475	412	56^	619	247	440	418	455	423	13v	29v
	144	80	N	43	C	2.1	9	190	1376	256	202	207	69^	658	200	375	363	425	383	71^	588	219	391	369	432	402	34v	28v
CBS LATE NIGHT I					A	2.6	11	235	1440	315	241	261	84^	692	213	399	377	446	409	133^	568	220	374	346	390	319	66^	37^
MON	11.50P	65	CBS	20	B	3.4	13	298	1483	317	240	248	96	726	222	426	395	453	414	114	551	224	357	325	370	315	57^	45^
	166	83	FF	187	C	3.6	14	321	1381	281	215	220	83	730	216	406	379	431	392	82	521	189	328	307	353	311	33^	30^
TUE	12.53A	65																										
WED	12.28A	64																										
THU	12.15A	66																										
FRI	11.30P	74																										
CONT'D																												

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PROGRAM NAME / DAY	TIME #STNS	DUR CVG%	NET TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	WORKING WOMEN 25-54	WOMEN 15-24	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 21-49	WOMEN 21-54	WOMEN 25-54	MEN 15-24	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 21-49	MEN 21-54	MEN 25-54	TEENS MALE 12-17	TEENS FEM. 12-17
LATE FRINGE CONT'D																												
CBS LATE NIGHT I-CONT'D																												
	11.30 - 12.00				A	3.2	9	281	1462	282	231	238	90^	675	230	398	383	448	390	75^	603	202	366	360	394	341	47^	36v
	12.00 - 12.30				A	3.0	12	269	1441	320	259	269	86^	679	227	404	384	450	408	127	567	223	362	337	379	298	65^	33^
	12.30 - 1.00				A	2.7	12	242	1399	299	216	246	80^	676	187	371	349	419	388	155	548	212	363	331	374	296	73^	35v
	1.00 - 1.30				A	2.2	12	198	1472	318	233	265	78^	717	219	418	392	457	435	149^	582	231	402	367	417	352	71^	42v
	1.30 - 2.00				A	1.9	12	167	1425	429	324	325	101^	749	223^	445	419	501	461	120^	524	242^	388	345	403	350	56v	50v
CBS LATE NIGHT II																												
MON	12.55A	50	CBS	20	A	2.1	13	183	1421	300	238	240	89^	699	211	427	405	464	432	143^	560	240	397	363	409	327	51^	54^
	166	83	FF	213	B	2.3	13	203	1439	294	226	233	100^	705	225	429	397	448	412	126	544	232	372	338	383	320	57^	49^
TUE	1.58A	50			C	2.4	14	211	1340	292	225	225	92^	703	232	422	393	440	398	89^	507	206	351	327	374	324	30v	34^
WED	1.32A	49																										
THU	1.21A	49																										
FRI	12.44A	43																										
	12.30 - 1.00				A	2.7	12	243	1354	273	227	212	93^	646	209	386	383	439	369	104^	544	198	366	348	385	317	55^	40v
	1.00 - 1.30				A	2.6	14	232	1364	266	220	219	66^	651	180	389	381	431	398	126^	550	221	385	357	390	307	39v	48^
	1.30 - 2.00				A	1.9	13	169	1477	306	233	247	97^	740	242	454	418	480	460	166^	568	251	405	369	415	318	52^	60^
	2.00 - 2.30				A	1.6	13	140	1475	353	266	266	120^	742	232^	472	433	496	467	164^	575	272	419	376	443	370	71^	63v
	2.30 - 3.00				A	1.5	14	133	1508	376^	308^	326^	84v	787	183^	462^	460^	547	523	144^	589	283^	435^	373^	452^	393^	51v	58v
CBS NEWS NIGHTWATCH-1					A	1.1	11	97	1192	325^	216^	261^	104v	690	202^	385^	359^	420^	363^	66v	393^	166^	281^	281^	305^	256^	18v	44v
MON	2.20A	10	CBS	17	B	0.8	8	73	1196	258^	186^	202^	57v	653	212^	355^	350^	392	349^	63v	434	153^	280^	267^	281^	252^	33v	23v
	52	54	N	197	C	0.9	9	78	1233	277^	201^	216^	62v	685	218^	381	359	410	381	66v	457	169^	299^	279^	334	300^	20v	19v
SUN	2.00A	30																										
CBS NEWS NIGHTWATCH-2					A	1.1	12	97	1119	268^	195^	227^	59v	657	192^	379	357^	395	376	63v	379	141^	235^	234^	253^	202^	11v	29v
MON&SUN	2.30A	30	CBS	18	B	0.9	10	79	1293	282^	183^	206^	89^	677	232^	384	349	390	360	109^	468	186^	319^	302^	338	273^	48v	44v
	61	62	N	211	C	0.9	11	79	1207	297^	198^	212^	63v	671	213^	372	348	399	372	69v	442	166^	284^	268^	325	287^	23v	21v
THU	2.45A	15																										
CBS NEWS NIGHTWATCH-3					A	0.8	14	74	1186	309^	214^	251^	52v	699	217^	389^	373^	420^	402^	62v	377^	133^	213^	207^	234^	202^	28v	48v
MWTH	3.00A	180	CBS	20	B	0.7	12	66	1196	293^	184^	206^	59v	655	202^	361^	340^	375^	351^	74v	408	162^	248^	229^	268^	232^	33v	50v
	77	73	N	218	C	0.8	15	73	1123	289^	174^	194^	55v	678	179^	321^	302^	367	339^	53v	365	139^	221^	213^	254^	218^	14v	17v
TUE	3.23A	157																										
SUN	3.00A	150																										
	3.00 - 3.30				A	1.0	13	89	1155	299^	205^	244^	64v	697	217^	393	371^	427	402	57v	373^	125^	222^	222^	247^	213^	24v	32v
	3.30 - 4.00				A	1.0	14	87	1178	303^	218^	246^	52v	689	221^	390	374^	415	394	60v	376^	135^	219^	212^	234^	204^	30v	40v
	4.00 - 4.30				A	0.8	14	74	1225	323^	224^	264^	54v	718	230^	414^	403^	453	427^	68v	384^	143^	220^	212^	238^	204^	32v	51v
	4.30 - 5.00				A	0.8	15	74	1214	298^	201^	245^	58v	722	230^	392^	373^	425^	407^	69v	376^	144^	216^	208^	236^	202^	27v	57v
	5.00 - 5.30				A	0.7	14	66	1180	283^	191^	233^	45v	691	214^	389^	369^	410^	403^	50v	375^	122v	193^	188^	217^	198^	26v	55v
	5.30 - 6.00				A	0.6	11	55	1031	344^	235^	264^	25v	592	149^	293^	293^	323^	323^	67v	338^	110v	173^	173^	200^	159^	27v	55v

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PROGRAM AUDIENCE ESTIMATES (Alpha)

JUL.18-24,1988

PROGRAM NAME / DAY	TIME / #STNS	DUR / CVG%	NET / TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	WORKING WOMEN 25-54	WOMEN 15-24	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 21-49	WOMEN 21-54	WOMEN 25-54	MEN 15-24	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 21-49	MEN 21-54	MEN 25-54	TEENS MALE 12-17	TEENS FEM. 12-17
LATE FRINGE CONT'D																												
CBS NEWS NIGHTWATCH-3(B)					A	0.7^	13^	62^	1445	370^	200v	306^	151v	763^	246v	458^	351^	457^	457^	44v	410^	135v	235v	235v	259v	259v	44v	139v
SUN	5.30A	30	CBS																									
	59	58	N																									
CBS SUNDAY NEWS					A	2.5	5	222	1323	307	197^	190^	61v	773	102^	297	278^	342	312	23v	506	138^	275^	271^	306	297	11v	16v
SUN	11.30P	15	CBS	4	B	3.0	7	261	1462	263	174	184	49^	750	113^	305	290	356	336	61^	577	118	269	263	316	296	60^	16v
	116	61	N	44	C	3.2	7	283	1472	284	201	207	54^	804	160	373	359	405	373	56^	572	135	288	275	321	295	29^	16v
DAVID LETTERMAN I					A	3.3	16	294	1336	231	199	185	106^	549	222	378	347	376	330	206	521	296	397	361	389	282	107^	56^
MON	12.41A	30	NBC	19	B	3.9	18	343	1351	232	202	183	120	563	247	401	357	385	342	207	516	303	405	358	380	291	123	61^
	205	99	GV	213	C	3.9	19	346	1373	273	232	206	119	650	276	443	401	436	380	167	573	324	449	398	427	343	55^	40^
TUE	12.39A	30																										
WED	1.18A	30																										
THU	1.07A	30																										
FRI	12.30A	30																										
	12.30 - 1.00				A	3.5	15	313	1431	238	205	195	107^	597	220	409	373	404	360	200	558	296	423	391	424	318	113^	60^
	1.00 - 1.30				A	3.1	17	277	1227	214	185	167	101^	479	213	332	306	332	287	207	473	280	357	317	340	240	115	52^
	1.30 - 2.00				A	3.2	21	287	1237	240	202	187	108^	534	239	372	346	376	325	214	496	324	390	351	372	254	71^	51^
DAVID LETTERMAN II					A	2.7	17	239	1309	210	187	174	112^	512	232	377	346	368	321	246	519	333	409	359	380	258	116^	60^
MON	1.11A	30	NBC	19	B	3.2	19	287	1355	226	202	179	132	555	263	414	362	388	342	232	518	329	415	360	379	274	128	63^
	205	99	GV	213	C	3.2	19	284	1358	271	234	202	126	631	289	448	404	434	373	184	581	356	470	414	443	347	55^	39^
TUE	1.09A	30																										
WED	1.48A	30																										
THU	1.37A	30																										
FRI	1.00A	30																										
	1.00 - 1.30				A	2.9	16	260	1408	217	189	185	122^	553	248	408	372	401	349	246	544	341	435	386	412	295	131^	64^
	1.30 - 2.00				A	2.5	17	224	1191	198	177	165	93^	449	205	324	301	319	283	242	485	317	378	329	345	223	112^	56^
	2.00 - 2.30				A	2.4	19	217	1230	213	199^	157^	120^	512	239	389	356	362	307	253	506	342	386	334	351	212	75^	55^
FRIDAY NIGHT VIDEOS					A	2.0	14	177	1373	159^	158^	145^	133^	509	277^	413	385	402	338^	260^	449	331^	403	352^	373	247^	133^	100^
FRI	1.30A	60	NBC	4	B	2.3	16	204	1320	215	196	156	140^	544	279	414	384	404	331	228	440	298	384	318	329	238	120^	91^
	174	96	PC	43	C	2.6	17	231	1407	262	235	194	167	594	326	465	412	437	355	230	566	399	487	405	429	335	103^	63^
	1.30 - 2.00				A	2.2	14	195	1424	177^	175^	163^	146^	549	306^	463	430	446	372	260^	473	317^	422	370	393	276^	131^	99^
	2.00 - 2.30				A	1.9	15	168	1243	130^	130^	117^	112^	437	229^	335^	313^	329^	281^	245^	397	329^	360^	313^	331^	201^	129^	96v
G MICHAELS SPORTS MACHINE					A	2.2	6	195	1256	179^	125^	138^	71v	580	131^	340	333	375	331	81v	501	155^	359	328	345	309^	61v	20v
SUN	11.30P	15	NBC	4	B	2.1	7	182	1402	234	171	178	76^	564	176	342	329	369	327	156^	632	275	475	422	447	387	85^	23v
	81	55	SC	45	C	1.9	6	171	1477	266	220	217	92^	603	206	395	376	416	367	195	725	342	528	462	510	415	55^	37v
LATE SHOW-FOX					A	1.6	5	138	1355	254	202^	195^	139^	611	300	424	398	425	368	142^	459	252	367	319	334	290	91^	101^
MON-FRI	11.30P	60	FOX	20	B	1.3	4	113	1340	233	197^	177^	140^	543	266	385	353	376	319	150^	471	266	384	348	372	318	113^	102^
	104	79	GV	214	C	1.4	4	127	1425	283	249	219	146^	628	325	473	426	459	393	177^	576	350	476	403	432	362	69^	61^
	CONT'D																											

VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

JUL. 18–24, 1988

PROGRAM NAME / DAY TIME #STNS DUR CVG% NET TYPE NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES: TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	WORKING WOMEN 25-54	WOMEN 15-24	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 21-49	WOMEN 21-54	WOMEN 25-54	MEN 15-24	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 21-49	MEN 21-54	MEN 25-54	TEENS MALE 12-17	TEENS FEM. 12-17
LATE FRINGE CONT'D																								
LATE SHOW-FOX-CONT'D																								
11.30 - 12.00	A	1.8	5	158	1347	240	181^	175^	130^	583	276	396	375	404	351	140^	470	250	371	327	341	296	89^	102^
12.00 - 12.30	A	1.4	5	122	1326	264^	224^	215^	146^	628	321	449	417	440	379	141^	432	246^	351	299	316	275	93^	97^
SATURDAY NIGHT	A	6.6	21	585	1452	257	211	185	140	627	269	434	386	430	371	159	540	287	420	376	402	337		
SAT 11.30P 78 NBC 3	B	6.9	22	612	1519	273	224	188	170	644	287	445	391	433	358	182	554	283	425	382	409	334	109	73^
201 99 GV 34	C	7.8	24	691	1546	298	251	225	150	662	304	474	429	465	403	154	592	304	468	424	458	400	108	86
11.30 - 12.00	A	7.5	22	665	1451	272	217	198	123	650	248	438	399	442	393	131	520	256	388	353	379	329	99	86
12.00 - 12.30	A	6.4	21	567	1494	248	208	179	152	628	286	442	385	433	369	185	573	320	457	411	434	347	108	71^
12.30 - 1.00	A	5.3	21	470	1406	245	209	173	159	587	293	418	364	407	333	178	534	302	430	372	402	343	115	75^
TONIGHT SHOW	A	5.5	20	483	1371	245	187	185	92	644	177	376	346	388	355	133	502	205	314	286	326	266	104^	75^
MON 11.41P 60 NBC 19	B	5.4	18	483	1405	250	187	186	102	663	201	381	346	391	355	130	513	216	333	303	334	279	87	55^
200 99 GV 210	C	6.0	20	534	1401	272	211	206	92	726	224	412	381	429	388	101	539	215	349	322	358	307	86	57
WED 12.18A 60																							44^	35^
THU 12.07A 60																								
FRI 11.30P 60																								
11.30 - 12.00	A	6.9	19	610	1476	246	184	193	87	704	181	412	384	431	399	120	550	195	334	314	358	296	100	47^
12.00 - 12.30	A	5.6	19	493	1397	252	194	191	90	652	171	387	357	397	365	128	514	208	327	301	343	286	92	60^
12.30 - 1.00	A	4.6	19	405	1286	245	186	177	97	605	177	339	310	350	317	144	454	204	283	250	284	222	76^	57^
1.00 - 1.30	A	4.3	22	381	1292	231	184	174	108^	595	207	351	316	361	321	168	483	240	309	258	301	229	73^	53^

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PERMISSIBLE USES

PROGRAM AUDIENCE ESTIMATES (Alpha)

JUL. 18-24, 1988

PROGRAM NAME	DAY	TIME #STNS	DUR CVG%	NET TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	LOH 18-49 W/CH <3	WORKING WOMEN 18+	WORKING WOMEN 18-49	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS MALE 12-17	TEENS FEM. 12-17	CHILDREN MALE 2-11	CHILDREN FEM. 2-11	CHILDREN TOTAL 6-11
MON-FRI EARLY MORNING																													
ABC WORLD NEWS-MORN-615A						A	1.1	13	96	92^	244^	226^	536	179^	396	374	294^	121^	646	170^	451	473	427	151^	16v	20v	14v	16v	29v
	MON-FRI	6.15A	15	ABC	20	B	1.1	13	97	65v	263^	238^	541	177^	388	366	307	130^	600	167^	383	385	352	177^	6v	17v	13v	24v	32v
		136	81	N	215	C	1.3	14	119	65^	273	226	612	176^	384	386	348	186^	494	141^	308	329	292	140^	15v	21v	13v	17v	15v
ABC WORLD NEWS-MORN-645A						A	1.8	15	163	48v	270	232	588	193^	385	361	301	175^	537	124^	367	393	335	131^	14v	18v	8v	18v	26v
	MON-FRI	6.45A	15	ABC	20	B	1.9	16	166	45^	256	206	582	196	368	357	284	187	547	128^	332	355	334	163	5v	11v	11v	22v	27v
		183	92	N	214	C	2.2	16	196	63^	280	219	616	193	385	396	316	187	487	123^	276	307	295	151	29v	29v	19v	25v	28v
BEFORE HOURS						A	0.7	9	58	58v	289^	236^	640	210^	380^	404^	307^	195^	363^	143v	192^	134v	153^	142v	32v	11v	<<	120v	102v
	MON-FRI	6.15A	15	NBC	20	B	0.7	9	59	61v	301^	222^	670	221^	396^	433	326^	192^	414^	154^	224^	205^	186^	147^	23v	<<	<<	37v	27v
		148	86	N	215	C	0.7	9	66	66v	303^	248^	611	172^	366^	376^	324^	197^	427	187^	260^	242^	159^	128^	37v	20v	14v	16v	18v
CBS MORNING NEWS- 6:30AM						A	0.9	9	76	28v	235^	161^	546	108v	279^	296^	282^	240^	416^	108v	190^	210^	232^	166^	25v	28v	41v	31v	41v
	MON-FRI	6.30A	30	CBS	20	B	0.8	9	73	30v	231^	153^	533	113^	260^	252^	274^	238^	448	147^	226^	220^	219^	180^	20v	30v	22v	17v	29v
		137	83	N	220	C	1.2	11	103	55v	256	150^	587	131^	287	321	349	232^	430	108^	201^	212^	233^	186^	19v	12v	25v	17v	26v
CBS THIS MORNING-1						A	2.0	12	179	44v	187^	116^	649	114^	268	309	303	323	482	107^	212	209	217	249	7v	10v	14v	26v	20v
	MON-FRI	7.30A	30	CBS	20	B	2.0	12	174	59^	219	135^	648	120^	281	317	321	303	480	117^	228	223	216	233	16v	12v	19v	19v	25v
		203	98	N	170	C	2.1	11	189	49^	193	130^	656	118^	275	293	313	335	455	91^	211	214	218	217	18v	10v	20v	20v	24v
CBS THIS MORNING-2						A	2.2	10	197	52^	143^	95^	688	123^	269	293	324	364	422	82^	173	174	207	227	16v	21v	18v	29v	22v
	MON-FRI	8.30A	30	CBS	20	B	2.2	10	192	60^	178	121^	697	124^	276	295	343	365	413	79^	184	179	206	207	22v	17v	29v	23v	32v
		203	98	N	170	C	2.3	10	205	47^	150	96^	706	124^	244	257	315	415	406	75^	164	166	178	217	11v	10v	24v	25v	25v
GOOD MORNING, AMERICA-730						A	3.2	19	285	50^	268	203	717	182	351	353	376	318	442	73^	192	214	224	218	6v	8v	7v	9v	14v
	MON-FRI	7.30A	30	ABC	20	B	3.3	20	295	58^	261	199	671	189	353	351	340	267	449	93	217	235	226	195	5v	7v	11v	14v	17v
		214	99	N	214	C	4.1	20	365	57^	245	185	705	170	374	390	366	280	426	98	199	218	219	188	13v	7v	21^	23^	27^
GOOD MORNING, AMERICA-830						A	3.3	16	296	61^	183	133	760	144	319	353	419	372	379	61^	176	180	194	181	3v	9v	34^	24v	34^
	MON	8.46A	14	ABC	20	B	3.6	17	317	87	200	156	747	190	360	376	373	324	360	74^	184	182	186	154	6v	14v	30^	24^	31^
		213	99	N	214	C	4.2	19	376	73	199	156	758	166	359	380	390	342	365	70	154	172	195	172	9v	8v	24^	25^	24^
	TUE-FRI	8.30A	30																										
GOOD MORNING, AMERICA-830(B)						A	3.1	14	275	94^	156^	118^	658	149^	285	337	356	304	349	74^	180^	194^	195^	136^	<<	10v	29v	41v	48v
	MON	8.30A	16	ABC																									
		191	82	N																									
NBC NEWS AT SUNRISE						A	1.7	20	151	42v	283	201^	625	97^	331	382	419	212^	479	84^	195^	251	314	197^	13v	5v	21v	52v	42v
	MON-FRI	6.00A	30	NBC	20	B	1.7	20	148	46^	281	200	644	111^	339	381	416	231	496	119^	234	268	293	182	11v	4v	13v	20v	15v
		201	98	N	215	C	2.0	20	175	58^	301	234	640	137^	365	391	383	216	493	125^	235	256	252	204	24v	29v	13v	17v	20v
TODAY SHOW-7.30AM						A	4.0	23	353	42^	244	179	692	138	323	356	357	318	416	86^	195	194	222	192	2v	3v	12v	29^	28^
	MON-FRI	7.30A	30	NBC	20	B	3.8	23	340	50^	252	188	702	129	328	360	377	324	426	104	211	213	218	179	7v	5v	17v	20^	20^
		205	99	N	215	C	4.5	22	398	51^	222	162	690	127	326	349	375	318	464	106	217	221	227	219	14v	10v	22^	19^	26^
TODAY SHOW-8.30AM						A	4.3	20	385	39^	193	141	711	111	283	303	369	378	382	74^	165	173	190	189	17v	13v	31^	27^	38^
	MON-FRI	8.30A	30	NBC	20	B	4.0	19	354	46^	215	165	735	109	302	318	397	388	370	79	161	166	177	180	19^	9v	26^	20^	26^
		205	99	N	215	C	4.6	21	405	53^	174	134	733	117	305	325	381	386	408	88	181	181	193	206	11v	8v	21^	17^	17^

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MONDAY-FRIDAY DAYTIME																								
ALL MY CHILDREN	A	7.0	22	618	128	229	206	188	809	370	573	448	481	331	202	287	67	27^	96	75	67	86	56	97
MON-FRI 1.00P 60 ABC 20	B	6.7	21	597	128	230	207	185	805	381	580	452	485	321	191	268	60	30^	99	70	69	87	60	96
216 99 DD 213	C	7.3	25	650	144	239	212	153	848	385	584	458	506	343	217	263	70	16^	47	36^	55	60	70	45
1.00 - 1.30	A	6.7	21	597	127	227	204	187	808	363	564	438	469	332	213	296	68	26^	94	74	66	86	49^	102
1.30 - 2.00	A	7.2	23	641	130	231	207	189	807	376	580	456	491	329	192	277	65	27^	98	76	68	85	61	92
AMERICAN TREASURY	A	4.5	15	399	111	214	169	184	868	295	455	308	368	346	353	241	107	49^	59^	50^	88^	82^	78^	92
MWF 3.58P 1 CBS 11	B	4.5	15	400	92	234	180	156	863	248	443	323	379	384	365	250	102	38^	60^	46^	60^	65^	50^	75
196 92 DO 126	C	4.6	15	410	91	196	143	132	876	233	424	328	380	375	400	275	126	27^	56^	49^	39^	51^	39^	51^
ANOTHER WORLD	A	5.3	17	471	71^	146	126	224	750	233	413	301	367	341	271	201	68^	57^	201	149	57^	74	52^	78
MON-FRI 2.00P 60 NBC 18	B	5.2	17	464	80	172	150	209	757	236	425	315	370	353	277	229	75	58	185	134	68	75	63	81
202 99 DD 208	C	5.0	17	445	82	189	165	162	851	269	459	339	398	366	333	262	102	28^	80	59	36^	51^	49^	38^
2.00 - 2.30	A	5.5	18	487	74	150	130	230	743	238	413	298	363	333	265	204	66^	57^	207	151	61^	76	56^	81
2.30 - 3.00	A	5.2	17	461	66^	141	121	216	748	224	408	301	367	347	273	197	70^	56^	191	145	52^	70^	49^	73
AS THE WORLD TURNS	A	6.8	22	599	103	167	125	164	865	277	432	297	352	346	377	236	96	34^	69	35^	71	72	63	80
MON-FRI 2.00P 60 CBS 20	B	6.7	22	594	104	188	146	158	873	258	435	315	365	356	389	244	100	40^	82	51	56	65	52	70
210 99 DD 215	C	6.6	23	581	97	169	125	118	903	231	417	320	375	376	431	268	120	21^	37^	32^	39^	49	47	40^
2.00 - 2.30	A	6.7	22	597	104	169	126	162	860	278	429	296	353	345	374	240	101	35^	68	35^	69	73	61	82
2.30 - 3.00	A	6.7	22	597	103	166	124	167	875	278	438	300	354	349	383	234	90	33^	69	35^	72	72	65	79
BOLD AND THE BEAUTIFUL	A	5.6	18	496	107	164	128	123	841	244	401	300	355	345	385	245	106	37^	55^	32^	62^	74	51^	85
MON-FRI 1.30P 30 CBS 20	B	5.5	18	489	94	186	151	120	851	231	410	316	364	359	393	251	106	43^	59	39^	62	67	50^	79
198 93 DD 213	C	5.3	18	470	94	181	138	103	885	224	409	319	369	378	426	285	119	22^	27^	23^	45^	53^	53^	45^
BRITISH OPEN-MON.(S)	A	2.9	9	257	49v	140^	116^	80^	670	130^	215^	176^	220^	297	410	442	214^	24v	60v	43v	26v	65^	29v	62v
MON 4.00P 60 ABC																								
190 94 SE																								
4.00 - 4.30	A	3.2	10	284	56v	162^	134^	92^	690	150^	256	211^	260	325	385	388	180^	30v	60^	53v	23v	65^	30v	58^
4.30 - 5.00	A	2.6	7	230	41v	113^	93^	64v	645	105^	165^	132^	171^	262^	441	507	255^	17v	61v	32v	28v	66v	27v	67v
CLASSIC CONCENTRATION	A	4.0	17	356	55^	105	81^	69^	716	128	256	213	275	303	399	282	116	61^	65^	52^	99	116	68^	147
MON-FRI 10.30A 30 NBC 19	B	3.9	16	348	63^	107	76	72^	710	142	260	214	276	297	388	276	130	65^	68^	50^	97	100	63^	134
144 79 QG 210	C	3.6	16	316	82	137	101	77^	789	172	327	266	333	333	395	318	145	29^	34^	28^	57^	71^	70^	58^
DAYS OF OUR LIVES	A	8.3	26	737	85	147	131	253	708	274	433	285	329	281	231	226	72	68	200	146	66	91	54	103
MON-FRI 1.00P 60 NBC 19	B	7.7	24	678	86	163	141	246	727	264	437	295	337	308	248	238	85	62	195	139	74	88	64	98
205 99 DD 212	C	6.9	23	616	90	182	156	189	835	287	478	344	403	354	298	261	99	33^	98	76	40^	56	52	44
1.00 - 1.30	A	8.0	25	705	82	143	127	248	707	267	424	277	320	279	240	233	74	65	194	142	68	91	54	104
1.30 - 2.00	A	8.6	27	766	87	152	136	259	713	282	444	293	339	285	224	222	71	71	206	150	65	91	54	102
FAMILY FEUD	A	3.1	13	275	75^	162	137	133	610	179	334	250	299	331	227	248	88^	62^	119^	84^	116^	129	72^	172
MON-FRI 10.00A 30 CBS 15	B	3.3	14	289	79^	178	145	111	627	188	343	266	311	316	239	273	92	62^	98	67^	120	94	58^	156
174 83 QP 15	C	3.3	14	289	79^	178	145	111	627	188	343	266	311	316	239	273	92	62^	98	67^	120	94	58^	156

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PROGRAM NAME / DAY	TIME / #STNS	DUR / CVG%	NET / TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	LOH 18-49 W/CH <3	WORKING WOMEN 18+	WORKING WOMEN 18-49	WOMEN 15-24	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 55+	TEENS MALE 12-17	TEENS FEM. 12-17	TEENS TOT. 15-17	CHILDREN MALE 2-11	CHILDREN FEM. 2-11	CHILDREN TOT. 2-5	CHILDREN TOT. 6-11
MONDAY-FRIDAY DAYTIME CONT'D																												
GENERAL HOSPITAL					A	7.6	25	670	115	232	194	172	831	343	509	385	441	331	266	247	86	21^	76	58	47^	70	48^	69
MON-FRI	3.00P	60	ABC	20	B	7.3	24	644	112	218	180	160	826	340	507	393	450	332	262	246	83	22^	85	56	48	68	47	69
	217	99	DD	213	C	7.8	26	688	122	231	193	162	862	358	535	411	463	338	275	231	86	23^	70	49	43	55	54	45
3.00 - 3.30					A	7.5	25	665	121	224	188	172	833	346	515	391	446	334	263	247	85	22^	78	58	49^	71	50	70
3.30 - 4.00					A	7.6	24	672	111	241	201	172	834	341	506	382	438	331	271	248	88	21^	74	58	45^	69	46^	68
GROWING PAINS M-F					A	4.0	16	356	103	180	162	212	527	251	400	290	312	223	105	213	45^	114	198	153	146	186	116	216
MON	11.00A	19	ABC	10	B	4.0	16	351	98	182	163	198	533	255	401	291	315	221	107	224	47^	104	197	136	131	186	105	213
	153	79	CS	10	C	4.0	16	351	98	182	163	198	533	255	401	291	315	221	107	224	47^	104	197	136	131	186	105	213
TUE-FRI	11.00A	30																										
GUIDING LIGHT					A	6.0	19	528	92	194	141	157	861	259	421	302	348	367	394	251	109	37^	67	50^	67	77	59^	85
MON-FRI	3.00P	60	CBS	19	B	5.9	19	520	90	220	166	161	876	253	440	325	371	385	390	237	103	39^	81	59	52	68	47^	73
	209	99	DD	212	C	6.0	20	533	93	195	144	128	895	235	430	335	383	386	417	257	117	20^	52	43^	37^	52	44^	44^
3.00 - 3.30					A	6.0	20	533	95	190	139	156	859	257	422	302	345	367	393	249	110	33^	66	47^	71	78	63^	86
3.30 - 4.00					A	5.9	19	523	90	198	143	158	863	260	421	303	350	367	395	254	108	41^	69	54^	64^	76	56^	85
HOME					A	2.7	10	238	94^	248	203	124^	732	251	454	381	427	379	232	248	64^	52^	99^	68^	84^	120^	65^	139^
MON	11.46A	14	ABC	20	B	2.8	11	249	106	252	210	136	747	277	471	380	424	356	232	275	68^	39^	94^	57^	79^	110	68^	121
	176	89	IA	135	C	2.6	11	231	141	245	208	105^	784	309	516	431	474	363	225	256	63^	23v	43^	31^	56^	67^	69^	54^
TUE-FRI	11.30A	30																										
HOME(B)					A	1.0	4	89	46v	140v	104v	46v	624^	183v	322^	308^	352^	329^	259^	237^	102v	50v	36v	32v	196^	104v	66v	234^
MON	11.30A	16	ABC																									
	49	41	IA																									
LOVING					A	3.9	13	344	114	224	199	113	778	317	482	412	442	319	266	251	76^	22v	82^	55^	60^	87^	47^	101
MON-FRI	12.30P	30	ABC	20	B	3.7	12	324	129	228	202	138	782	349	509	413	442	304	245	256	76^	31^	84	58^	59^	83	54^	88
	177	89	DD	213	C	4.0	14	357	141	240	219	139	828	382	563	447	485	322	227	241	61^	18^	44^	33^	64^	57^	72	49^
NBC NEWS DIGEST-DAYTIME					A	4.6	15	405	73^	139	122	195	747	215	415	328	397	362	263	185	55^	54^	180	136	59^	85^	47^	98
MWF	2.57P	1	NBC	12	B	4.5	15	394	82	168	144	182	729	216	408	321	376	352	266	256	79	54^	171	125	61^	78	57^	82
	189	92	N	128	C	4.5	15	400	74	184	160	164	820	248	444	332	387	370	321	272	95	33^	95	70	37^	51^	47^	41^
NEW CARD SHARKS					A	3.3	14	292	92^	155	123	91^	636	178	328	266	325	359	249	334	149	55^	66^	49^	99^	101^	46^	154
MON-FRI	10.30A	30	CBS	20	B	3.4	14	298	82^	168	133	76^	636	173	322	269	316	340	266	342	145	52^	59^	44^	102	93	47^	148
	165	81	QP	215	C	3.1	13	271	77^	134	99	60^	696	176	315	265	318	334	328	412	228	28^	29^	21v	74^	73^	75^	72^
NEWSBREAK-11.57					A	4.8	18	427	67^	122	100	121	714	181	309	220	274	304	351	337	190	43^	66^	47^	94	78^	39^	133
MON-FRI	11.57A	2	CBS	20	B	5.0	19	443	61	151	119	105	707	169	311	237	286	311	347	340	171	52^	70	49^	93	79	42^	130
	175	81	N	214	C	5.0	20	447	65	159	119	76	744	177	317	254	301	305	379	404	206	24^	30^	22^	58	64	64	58
NEWSBREAK-3.44					A	5.0	16	439	100	195	145	156	899	267	432	310	356	381	421	260	117	35^	66^	49^	63^	65^	49^	79
MON	3.44P	1	CBS	18	B	4.9	16	438	96	230	173	164	903	266	452	334	381	390	405	237	107	42^	79	62	52^	60	37^	74
	193	92	N	211	C	5.1	17	456	95	199	152	124	894	236	415	322	368	376	433	257	120	21^	54^	42^	37^	54^	42^	48^
TUE-THU	3.42P	1																										
CONT'D																												

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PROGRAM NAME / DAY TIME #STNS DUR CVG% NET TYPE NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	LOH 18-49 W/CH <3	WORKING WOMEN 18+	WORKING WOMEN 18-49	WOMEN 15-24	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 55+	TEENS MALE 12-17	TEENS FEM. 12-17	TEENS TOT. 15-17	CHILDREN MALE 2-11	CHILDREN FEM. 2-11	CHILDREN TOT. 2-5	CHILDREN TOT. 6-11
MONDAY-FRIDAY DAYTIME CONT'D																								
NEWSBREAK-3.44-CONT'D																								
FRI 3.38P 1																								
ONE LIFE TO LIVE	A	7.2	23	638	128	204	178	188	823	375	561	424	464	328	222	234	82	34^	86	67	58	86	59	85
MON-FRI 2.00P 60 ABC 20	B	6.8	22	603	133	198	172	178	819	368	553	425	469	329	222	240	80	34^	91	64	66	86	61	91
214 98 DD 211	C	7.4	25	654	145	220	190	157	863	376	569	440	492	352	242	229	83	18^	51	36^	48	61	66	43
2.00 - 2.30	A	7.1	23	629	129	203	176	188	823	376	565	427	466	329	219	238	82	33^	83	66	62	87	64	85
2.30 - 3.00	A	7.3	24	647	127	206	179	189	824	374	558	421	462	327	225	231	81	35^	88	69	55	85	54	86
PRICE IS RIGHT 1	A	5.4	21	474	66^	108	85	95	621	147	259	191	232	264	322	353	177	55^	78	40^	108	114	56^	166
MON 11.00A 20 CBS 20 / 210 97 AP 214	B	5.6	22	492	63	139	105	84	632	143	270	212	247	277	328	349	156	56	72	45^	117	102	58	162
TUE-FRI 11.00A 30	C	5.1	22	450	66	137	95	73	708	164	291	229	268	296	378	419	218	27^	29^	22^	75	74	74	75
PRICE IS RIGHT 2	A	6.9	26	609	67	105	82	101	655	152	265	189	233	260	346	362	191	52^	70	37^	114	95	53^	155
MON 11.42A 18 CBS 20 / 210 97 AP 216	B	7.1	27	632	59	136	102	91	650	148	270	205	243	270	342	361	171	57	68	45	112	99	55	157
TUE-FRI 11.30A 30	C	6.5	27	577	61	141	101	74	721	164	291	228	270	287	389	424	223	26^	29^	22^	71	70	71	69
RYAN'S HOPE	A	2.4	9	213	112^	222	199	139^	742	350	493	413	452	296	209	267	73^	37v	91^	71^	72^	122^	73^	121^
MON-FRI 12.00N 30 ABC 20	B	2.3	8	205	130	217	197	154	768	372	531	426	458	294	206	279	70^	35^	88^	65^	80^	119^	89^	111^
160 80 DD 213	C	2.7	10	239	144	240	218	131	819	395	575	473	511	316	205	264	54^	21v	54^	38^	76^	66^	85^	57^
SALE OF THE CENTURY	A	3.2	13	282	58^	135	101^	62^	744	129	242	199	271	290	430	332	141	43^	46^	38^	92^	102^	71^	123
MON-FRI 10.00A 30 NBC 19	B	3.2	14	286	61^	130	89^	55^	762	128	239	200	268	301	455	337	160	41^	47^	33^	77^	68^	53^	92
148 81 QG 210	C	3.1	14	275	63^	140	103	51^	780	143	297	258	312	313	428	383	189	19v	28^	20v	51^	52^	57^	46^
SANTA BARBARA	A	4.5	15	399	67^	127	112	203	744	214	401	305	356	340	292	204	65^	64^	183	148	51^	69^	44^	75^
MON-FRI 3.00P 60 NBC 18	B	4.4	14	386	78	153	133	199	752	218	416	313	360	359	289	235	78	55^	166	132	58^	58^	51^	66^
197 97 DD 208	C	4.6	16	411	87	171	144	180	813	249	445	327	392	377	303	263	97	31^	114	80	37^	52^	49^	40^
3.00 - 3.30	A	4.5	15	402	69^	120	106	199	733	207	397	301	352	337	284	215	67^	64^	178	143	52^	72^	47^	76^
3.30 - 4.00	A	4.4	14	393	67^	136	119	207	759	222	406	310	362	344	300	194	63^	64^	189	154	49^	66^	42^	74^
SCRABBLE	A	4.2	14	374	52^	118	86^	116	691	139	276	215	278	315	351	312	135	70^	105	88^	76^	94	56^	114
MON-FRI 12.30P 30 NBC 19	B	4.3	14	377	50^	138	104	108	704	138	292	237	291	321	359	319	144	80	101	90	80	86	60^	106
161 83 QG 225	C	4.0	14	356	58^	134	100	76	786	145	300	246	302	328	430	344	176	31^	39^	38^	47^	55^	53^	49^
SUPER PASSWORD	A	3.4	12	299	65^	127	103^	112	696	157	294	228	286	267	343	271	112	67^	84^	89^	67^	72^	37^	102^
MON-FRI 12.00N 30 NBC 18	B	3.4	12	303	56^	131	106	111	690	150	290	231	284	264	348	269	122	73^	102	87	91	91	61^	121
160 74 QG 210	C	3.4	13	297	66^	118	87	82^	766	155	301	242	291	296	417	324	170	28^	44^	36^	53^	59^	61^	52^
WHEEL OF FORTUNE	A	5.0	20	447	47^	130	97	56^	778	137	277	244	306	335	439	309	156	35^	43^	38^	72^	72^	54^	91
MON 11.00A 19 NBC 18	B	5.0	20	441	50^	138	105	68	777	145	285	236	295	334	434	311	161	37^	42^	36^	75	72	57^	90
205 97 QG 211 / TUE-FRI 11.00A 30	C	5.3	22	470	63	157	111	70	815	159	304	248	310	330	449	348	180	20^	26^	23^	43^	54	60	37^
WIN, LOSE OR DRAW CONT'D	A	4.7	18	416	69^	140	109	129	698	165	332	261	309	319	318	285	97	77	109	96	84	96	62^	118

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MONDAY-FRIDAY DAYTIME CONT'D																												
WIN, LOSE OR DRAW-CONT'D																												
TUE-FRI	11.30A	30	NBC	17	B	4.6	18	404	71	148	119	130	696	173	341	269	310	324	313	271	98	73	119	90	98	107	83	121
	184	88	QG	223	C	4.2	17	370	87	164	131	103	781	200	374	297	351	337	352	309	126	33^	49^	40^	57^	77	80	55^
YOUNG AND THE RESTLESS																												
MON-FRI	12.30P	60	CBS	20	A	8.5	29	751	106	157	131	144	806	268	422	314	367	328	331	246	106	36^	77	51	80	85	63	101
	212	99	DD	216	B	8.3	28	736	96	184	155	141	824	260	427	324	373	342	347	252	109	35	79	53	81	80	68	94
					C	7.9	29	703	109	191	157	128	867	270	452	343	389	355	368	275	123	19^	36^	30^	50	67	73	44
12.30 - 1.00					A	8.2	28	728	102	147	123	141	796	258	409	303	354	325	336	256	112	32^	76	47	82	85	64	103
1.00 - 1.30					A	8.8	29	776	110	166	139	147	814	276	434	324	378	330	326	235	100	39^	78	54	78	84	63	99

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WEEKEND DAYTIME CHILDREN																													
ABC WEEKEND SPECIALS(R)						A	1.8	7	159	1585	62v	586	383^	29v	285^	130^	71v	60v	74v	57v	584	350^	234^	205^	379^	236^	143^	174^	205^
	SAT	1.00P	30	ABC	3	B	2.3	8	201	1530	116^	449	327	96^	291	237	128^	109^	146^	91^	553	342	211	208	345	228	117^	176^	170^
THE RED ROOM RIDDLE		131	64	CA	21	C	2.2	8	194	1425	144	476	339	98^	305	194	97^	97^	110^	84^	449	253	197	170	279	163	116^	129^	150
ALF-SAT MORN						A	4.6	20	408	1321	150^	344	282	102^	164	259	102^	157	155^	104^	554	310	245	256	299	177	122^	134^	164
	SAT	10.00A	30	NBC	3	B	4.5	19	402	1381	142	354	297	99	209	223	93	129	134	89	595	326	269	272	323	188	135	167	156
		208	99	CA	36	C	5.7	21	505	1469	135	364	300	84	224	221	101	119	140	80	660	335	326	270	390	206	185	196	194
ALL NEW POUND PUPPIES						A	2.2	14	195	1338	89^	388	282^	56v	246^	105^	21v	84v	78v	27v	599	344	255^	293^	305^	136^	169^	162^	143^
	SAT	8.30A	30	ABC	4	B	2.0	13	177	1274	111^	320	253	42^	163^	106^	44^	62^	71^	35v	684	359	325	325	360	192	168^	225	134^
		199	97	CA	26	C	2.7	14	235	1335	73^	275	220	42^	180	131	57^	73^	89^	41^	750	374	376	302	448	230	218	243	204
ALVIN AND THE CHIPMUNKS						A	5.1	20	452	1438	168	352	297	73^	171	234	88^	147	133^	102^	680	329	351	299	381	173	208	176	205
	SAT	10.30A	30	NBC	3	B	4.9	19	434	1461	153	354	297	89	199	209	70^	139	117	92	698	354	344	313	385	190	195	191	194
		206	99	CA	45	C	6.0	21	530	1502	152	366	308	81	210	232	88	144	144	87	694	322	372	295	399	185	214	202	197
ANIMAL CRACK-UPS						A	3.3	12	292	1515	104^	501	350	89^	325	200^	102^	97^	125^	75^	489	224	265	190^	299	148^	151^	165^	134^
	SAT	12.00N	30	ABC	3	B	3.1	11	275	1499	137	483	347	92^	305	218	115^	103^	142	76^	493	251	242	196	297	151	146	174	123^
		168	71	CL	37	C	3.4	12	302	1496	133	457	334	103	346	210	92	118	132	79^	482	256	227	188	295	157	138	145	149
BUGS BUNNY/TWEETY SHOW I						A	5.1	20	452	1522	100^	326	246	109^	346	185	105^	80^	106^	80^	665	346	318	263	402	231	170	193	209
	SAT	11.00A	30	ABC	2	B	4.6	18	403	1504	123	334	265	123	342	196	105^	92^	99^	97^	632	336	296	254	377	211	167	197	181
		204	94	CA	2	C	4.6	18	403	1504	123	334	265	123	342	196	105^	92^	99^	97^	632	336	296	254	377	211	167	197	181
BUGS BUNNY/TWEETY SHOW II						A	5.2	20	461	1520	113^	364	266	83^	325	174	77^	98^	112^	63^	657	317	340	250	407	213	194	224	183
	SAT	11.30A	30	ABC	2	B	4.5	17	394	1481	132	355	274	112^	338	182	85^	98^	98^	85^	606	311	295	230	375	199	176	213	163
		201	93	CA	2	C	4.5	17	394	1481	132	355	274	112^	338	182	85^	98^	98^	85^	606	311	295	230	375	199	176	213	163
DENNIS THE MENACE						A	3.0	11	266	1539	126^	379	292	68^	267	150^	64^	85^	102^	47v	744	456	288	313	431	294	137^	258	173^
	SAT	11.30A	30	CBS	4	B	3.8	14	339	1528	125	365	283	77^	220	205	91	113	138	67^	739	422	317	318	421	250	171	241	180
		188	90	CA	30	C	3.5	12	311	1539	123	362	266	87	247	216	105	111	135	81^	715	401	314	314	400	234	166	201	199
FLINTSTONE KIDS						A	3.7	17	328	1322	84^	295	241	83^	265	121^	64^	57^	79^	42v	640	342	298	222	418	209	209	222	196
	SAT	9.30A	30	ABC	2	B	3.6	17	319	1390	115^	288	234	85^	238	158	68^	89^	96^	62^	706	363	343	291	415	212	204	245	170
		203	98	CA	2	C	3.6	17	319	1390	115^	288	234	85^	238	158	68^	89^	96^	62^	706	363	343	291	415	212	204	245	170
FOOFUR						A	2.4	9	213	1453	201^	354	292^	96^	145^	310	92^	218^	128^	182^	645	335	310	238^	407	205^	203^	194^	214^
	SAT	12.00N	30	NBC	3	B	2.5	10	222	1512	181	412	321	111^	213	277	113^	164	140^	137^	609	310	299	272	338	162	176	162	176
		136	66	CA	42	C	3.1	11	279	1490	158	401	322	103	239	249	103	146	147	102	602	295	307	273	329	155	174	169	160
FRAGGLE ROCK						A	4.0	16	354	1418	166^	361	299	66^	170^	187	57^	130^	104^	83^	700	332	368	305	395	192	203	188	207
	SAT	11.00A	30	NBC	3	B	3.9	15	343	1495	169	390	319	85^	202	193	76^	117	113	81^	710	333	377	320	390	178	212	191	198
		201	99	CA	17	C	4.1	16	367	1483	157	389	310	72^	189	231	83	148	142	89	673	302	371	312	362	158	204	183	179
GALAXY HIGH SCHOOL						A	3.3	13	292	1449	109^	304	220	81^	303	212^	99^	113^	155^	56v	630	376	254	219	411	236	175^	169^	242
	SAT	12.30P	30	CBS	4	B	3.8	14	337	1482	158	353	264	113	252	242	126	116	154	89^	635	333	302	246	389	207	182	200	189
		160	82	CA	26	C	3.1	11	273	1530	150	380	279	113	275	238	121	117	145	93^	636	340	296	244	393	217	175	189	203

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PROGRAM AUDIENCE ESTIMATES (Alpha)

JUL. 18–24, 1988

PROGRAM NAME / DAY	TIME / #STNS	DUR / CVG%	NET / TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. PERS. (2+)	WOMEN 15–24	WOMEN TOTAL	WOMEN 18–49	MEN 15–24	MEN TOTAL	TEENS TOTAL 12–17	TEENS MALE 12–17	TEENS FEM. 12–17	TEENS TOT. 12–14	TEENS TOT. 15–17	CHILDREN TOTAL 2–11	CHILDREN MALE 2–11	CHILDREN FEM. 2–11	CHILDREN TOT. 2–5	CHILDREN TOT. 6–11	CHILDREN MALE 6–11	CHILDREN FEM. 6–11	CHILDREN TOT. 6–8	CHILDREN TOT. 9–11
WEEKEND DAYTIME CHILDREN CONT'D																												
GUMMI BEARS					A	2.5	21	222	1159	99^	356	267^	59v	187^	115^	54v	61v	63v	52v	501	248^	253^	173^	328	147^	182^	145^	183^
SAT	8.00A	30	NBC	3	B	2.3	19	201	1277	102^	397	307	65^	273	134^	67^	67^	90^	44v	473	260	213	179	294	152^	142^	158^	136^
	200	98	CA	17	C	3.1	21	274	1299	83^	313	240	58^	200	145	69^	75^	93^	52^	642	349	293	211	431	236	195	221	210
HELLO KITTY					A	1.5	13	133	1343	31v	254^	150^	60v	297^	50v	22v	28v	46v	4v	741	393^	348^	320^	421^	238^	183^	241^	180^
SAT	8.00A	30	CBS	4	B	1.6	13	144	1256	51v	354	231	79^	291	76^	31v	45v	62^	14v	536	300	236	247	289	165^	124^	184^	105^
	202	97	CA	45	C	2.0	13	181	1288	55^	300	202	45^	248	79^	45^	34v	50^	29v	662	335	327	230	432	225	207	261	170
I'M TELLING					A	1.9	7	168	1555	128^	420	301^	99^	230^	234^	77v	157^	136^	98v	671	366^	305^	236^	436	240^	196^	207^	228^
SAT	12.30P	30	NBC	3	B	1.8	7	162	1525	149^	420	296	134^	247	267	117^	150^	128^	139^	591	320	271	253	338	166^	172^	165^	172^
	124	57	CA	41	C	2.4	8	215	1494	143	422	311	102^	244	258	98^	160	165	93^	570	280	290	214	356	175	181	173	184
LITTLE WIZARDS					A	1.5	13	133	1207	93v	424^	339^	50v	275^	90v	33v	57v	59v	31v	418^	266^	152^	225^	194^	75v	119v	121v	73v
SAT	8.00A	30	ABC	2	B	1.4	11	124	1223	108^	357^	302^	58v	214^	153^	84v	69v	102^	51v	499	270^	230^	224^	275^	121^	154^	186^	89v
	196	96	CA	2	C	1.4	11	124	1223	108^	357^	302^	58v	214^	153^	84v	69v	102^	51v	499	270^	230^	224^	275^	121^	154^	186^	89v
MIGHTY MOUSE					A	3.6	14	319	1460	136^	339	288	67^	166^	101^	57^	44v	59^	42v	855	392	463	442	413	215	198^	246	168^
SAT	10.30A	30	CBS	4	B	3.9	15	348	1476	92	321	258	62^	219	108	56^	51^	64^	44^	829	406	424	389	440	217	223	274	166
	201	96	CA	42	C	4.1	15	363	1487	91	335	261	62^	236	128	70	58^	83	45^	788	417	371	380	407	216	191	250	158
MUPPET BABIES I					A	2.5	16	222	1273	89^	194^	151^	56v	165^	130^	55v	75^	78^	52v	784	390	394	328	456	244^	212^	263^	193^
SAT	8.30A	30	CBS	4	B	2.5	16	217	1286	55^	264	204	71^	215	114^	57^	57^	86^	28v	693	355	338	303	389	198	192	250	140^
	208	97	CA	45	C	3.4	18	305	1361	53^	255	186	37^	185	97	54^	43^	69^	28^	824	434	390	295	529	287	242	317	211
MUPPET BABIES II					A	3.5	19	310	1329	89^	218	196^	30v	129^	134^	58^	75^	81^	53v	848	436	413	388	460	250	211	264	196^
SAT	9.00A	30	CBS	4	B	3.6	19	315	1370	55^	269	217	42^	164	115	64^	51^	83^	32^	821	421	400	334	487	257	231	277	211
	208	97	CA	45	C	4.4	19	393	1419	56^	256	194	39^	173	104	55^	49^	73	31^	886	461	425	344	542	286	256	325	217
MUPPET BABIES III					A	3.9	18	346	1439	70^	246	201	47v	159^	149^	72^	77^	107^	42v	885	452	433	441	444	248	197	267	178^
SAT	9.30A	30	CBS	4	B	4.3	19	379	1422	56^	281	221	52^	164	122	66^	55^	84	38^	856	418	438	370	486	249	236	279	206
	208	98	CA	45	C	4.9	19	438	1455	62	266	208	43^	175	114	61	53^	79	35^	900	469	431	366	534	281	253	320	214
MY PET MONSTER					A	3.0	16	266	1293	89^	315	254	54v	244	141^	56v	86^	93^	48v	592	361	231^	248	345	223^	122^	189^	155^
SAT	9.00A	30	ABC	4	B	2.9	15	259	1331	99^	292	230	72^	196	138	67^	71^	79^	59^	705	367	338	322	383	203	180	236	147
	205	98	CA	44	C	3.4	15	300	1422	72^	271	222	55^	187	156	76^	80^	108	48^	808	418	390	315	493	266	227	257	237
NEW ARCHIES					A	3.7	14	328	1417	140^	295	241	113^	193^	253	64^	189^	136^	118^	676	328	348	293	383	188^	195	164^	220
SAT	11.30A	30	NBC	3	B	3.5	13	307	1476	172	350	283	113^	195	259	109^	151	138	122	672	341	331	282	390	192	198	187	204
	184	93	CA	43	C	4.2	15	376	1497	171	370	306	96	204	268	113	155	158	110	655	310	345	285	370	178	192	180	190
PEE WEE'S PLAYHOUSE					A	4.7	20	416	1395	81^	283	243	37v	165	95^	26v	69^	68^	27v	853	376	477	453	400	186	214	252	148^
SAT	10.00A	30	CBS	4	B	5.0	20	445	1431	64^	292	241	50^	189	98	40^	58^	62^	36^	852	399	453	387	465	222	243	276	189
	212	99	CL	45	C	5.8	21	517	1498	83	302	245	49^	212	119	49^	70	79	40^	865	430	435	391	475	230	245	290	185
POPEYE & SON					A	3.4	13	301	1482	131^	339	282	74^	199^	199^	82^	117^	130^	69^	745	399	346	342	403	219	184^	221	183^
SAT	11.00A	30	CBS	4	B	4.2	16	372	1502	104	349	272	58^	192	166	74^	93	118	48^	795	427	368	331	464	255	209	254	210
	197	95	CA	42	C	3.9	14	346	1528	108	339	260	75	224	191	95	95	123	67^	774	426	348	338	436	242	194	229	207
REAL GHOSTBUSTERS I CONT'D					A	4.1	17	363	1395	83^	290	233	89^	259	177	97^	80^	122^	55^	669	382	287	227	442	252	190	244	197

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

JUL. 18-24, 1988

PROGRAM NAME / DAY	TIME #STNS	DUR CVG%	NET TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. PERS. (2+)	WOMEN 15-24	WOMEN TOTAL	WOMEN 18-49	MEN 15-24	MEN TOTAL	TEENS TOTAL 12-17	TEENS MALE 12-17	TEENS FEM. 12-17	TEENS TOT. 12-14	TEENS TOT. 15-17	CHILDREN TOTAL 2-11	CHILDREN MALE 2-11	CHILDREN FEM. 2-11	CHILDREN TOT. 2-5	CHILDREN TOT. 6-11	CHILDREN MALE 6-11	CHILDREN FEM. 6-11	CHILDREN TOT. 6-8	CHILDREN TOT. 9-11
WEEKEND DAYTIME CHILDREN CONT'D																												
REAL GHOSTBUSTERS I-CONT'D																												
SAT	10.00A	30	ABC	4	B	4.2	17	374	1409	121	320	260	86	218	199	105	94	124	75^	671	378	292	295	376	219	156	206	170
	208	98	CA	24	C	4.4	16	386	1463	111	328	263	89	238	202	108	95	126	76	696	425	271	297	399	255	144	222	177
REAL GHOSTBUSTERS II					A	4.7	19	416	1416	71^	265	204	114^	279	196	121^	75^	129^	67^	676	373	303	231	445	261	184	241	204
SAT	10.30A	30	ABC	4	B	4.8	18	423	1469	124	305	251	99	252	212	116	96	129	83	700	394	306	295	406	235	171	225	181
	208	98	CA	24	C	5.0	18	443	1492	123	327	266	108	259	225	122	103	135	89	681	412	269	286	394	251	143	216	178
SMURFS I					A	3.1	20	275	1329	122^	439	367	57v	136^	149^	75^	74^	84^	65^	605	321	285	232	373	195^	178^	187^	187^
SAT	8.30A	30	NBC	3	B	3.1	20	278	1377	116^	406	342	79^	247	146	71^	75^	78^	68^	578	294	283	215	363	177	186	194	169
	204	99	CA	45	C	4.2	22	372	1369	82	330	269	55^	208	153	75	78	102	51^	678	365	314	268	410	225	185	217	193
SMURFS II					A	4.0	21	354	1336	139^	387	337	75^	170^	174^	78^	96^	102^	72^	605	309	296	239	366	187	179^	192	174^
SAT	9.00A	30	NBC	3	B	4.0	21	357	1361	137	402	344	86^	243	152	71^	81^	87^	64^	565	272	294	223	342	163	179	185	158
	205	99	CA	45	C	5.3	23	472	1387	106	355	292	65	223	163	75	88	106	56	646	343	303	269	377	207	170	203	174
SMURFS III					A	4.5	21	399	1343	130^	379	325	70^	154^	158^	55^	103^	93^	65^	652	336	316	272	380	199	181	188	192
SAT	9.30A	30	NBC	3	B	4.7	22	419	1376	131	382	333	77^	219	166	75^	91	105	61^	609	297	312	255	354	169	185	184	170
	205	99	CA	45	C	6.0	23	534	1426	123	364	306	73	223	185	83	101	118	67	653	334	319	270	383	201	182	203	180
TEEN WOLF					A	3.5	13	310	1421	119^	273	221	67^	246	207	94^	113^	147^	59^	695	420	275	247	449	273	176^	206	242
SAT	12.00N	30	CBS	4	B	4.0	15	352	1479	142	326	254	98	220	243	109	134	148	95	690	373	318	256	435	234	201	228	207
	170	85	CA	27	C	3.2	11	285	1545	150	371	283	102	254	240	119	122	140	100	680	359	321	280	399	220	179	196	203

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PROGRAM AUDIENCE ESTIMATES (Alpha)

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VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

PROGRAM NAME / DAY TIME DUR NET / #STNS CVG% TYPE	NO. OF T/C	KEY	HH AVG. AUD. %	HH SH %	HH AVG. AUD. 0,000	TOT. PERS (2+)	WORKING WOM. 18+	WOMEN TOTAL	WOMEN 18-49	WOMEN 21+	WOMEN 25-54	MEN TOTAL	MEN 18-24	MEN 18-34	MEN 18-49	MEN 21+	MEN 21-49	MEN 21-54	MEN 25-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS MALE 12-17	CHD TOT. 2-11
WEEKEND DAYTIME SPORTS																									
ABC WIDE WORLD-SPORTS SAT		A	4.6	14	408	1382	161	472	250	449	253	629	52^	238	387	610	369	415	336	382	281	195	115^	64^	167
SAT 4.00P 120 ABC	4	B	3.7	11	326	1405	180	493	269	474	265	689	94	263	427	655	392	443	333	383	316	212	92^	54^	131
213 99 SA	26	C	5.1	14	452	1449	200	596	268	582	278	655	63	194	350	629	324	386	287	349	320	243	81	47^	117
TRACK & FIELD																									
4.00 - 4.30		A	3.5	11	310	1337	141^	474	235	451	251	592	66^	267	405	568	381	402	339	360	216	166^	105^	58^	166^
4.30 - 5.00		A	4.8	15	425	1389	156	454	252	432	247	615	49^	239	395	598	378	414	346	382	259	164	121^	66^	199
5.00 - 5.30		A	5.3	15	470	1393	150	456	249	429	248	648	52^	231	398	629	378	430	346	398	307	199	123^	70^	165
5.30 - 6.00		A	4.9	14	434	1368	190	495	255	477	262	634	43^	219	348	619	333	400	305	371	314	219	104^	58^	135^
CBS SPORTS SATURDAY		A	3.8	13	337	1375	128^	440	238	423	225	744	74^	227	407	715	378	465	333	420	364	250	46v	27v	144^
SAT 3.00P 90 CBS	3	B	3.4	11	301	1343	136	439	237	417	208	716	72^	188	395	690	369	434	323	388	397	257	59^	39^	128
206 98 SA	9	C	3.7	11	332	1427	170	521	282	492	250	667	85^	221	395	639	367	413	311	357	326	226	86	47^	152
BUDWEISER BOXING																									
3.00 - 3.30		A	2.7	9	239	1350	149^	484	250^	474	269	642	50v	178^	307	621	286	364	257^	335	296	257^	65v	39v	160^
3.30 - 4.00		A	4.0	14	354	1363	125^	420	236	404	223	769	61^	229	427	739	397	491	366	460	379	248	37v	23v	137^
4.00 - 4.30		A	4.7	15	416	1398	119^	431	234	409	203	781	98^	253	448	748	416	501	350	435	390	247	43^	24v	142^
CBS SPORTS SUNDAY		A	3.2	10	284	1317	224	522	287	480	234	612	79^	213^	362	585	335	407	282	354	339	178^	69^	39v	114^
SUN 2.30P 90 CBS	4	B	3.3	10	295	1449	212	544	296	519	264	673	95^	258	428	638	393	445	333	385	317	193	105	69^	127
207 99 SA	9	C	4.0	12	354	1420	198	518	284	490	251	667	98	262	419	632	384	439	321	376	304	193	110	69^	125
TOUR DE FRANCE																									
2.30 - 3.00		A	2.8	9	248	1345	252^	554	248^	516	191^	627	94^	200^	348	602	323	394	253^	325	349	208^	55v	26v	109^
3.00 - 3.30		A	3.4	11	301	1288	209^	499	267	460	205^	612	83^	223	372	582	342	413	289	360	331	169^	79^	41v	99^
3.30 - 4.00		A	3.4	10	301	1324	218	519	339	471	300	599	63^	213	363	575	338	411	300	372	338	163^	71^	48v	134^
HARTFORD OPEN-CANON-SAT(S)		A	2.6	8	230	1385	132^	550	161^	549	171^	658	16v	107^	250^	653	245^	266^	234^	255^	346	387	40v	34v	137^
SAT 4.30P 90 CBS																									
202 97 SE																									
4.30 - 5.00		A	2.5	8	222	1443	127^	572	207^	568	201^	650	37v	136^	272^	646	268^	299	234^	265^	332	347	53v	35v	168^
5.00 - 5.30		A	2.5	7	222	1341	118^	549	142^	549	153^	630	4v	80^	239^	625	235^	253^	235^	253^	354	373	34v	32v	129^
5.30 - 6.00		A	2.8	8	248	1373	149^	533	137^	531	161^	690	7v	106^	241^	683	234^	247^	234^	247^	350	436	34v	34v	116^
HARTFORD OPEN-CANON-SUN(S)		A	3.6	10	319	1458	173^	585	225	573	232	741	62^	168^	348	724	332	411	287	366	381	313	44v	35v	89^
SUN 4.00P 141 CBS																									
209 99 SE																									
4.00 - 4.30		A	2.7	8	239	1380	219^	607	292	579	291	641	49v	164^	323	628	310	369	275	333	369	259^	38v	22v	94^
4.30 - 5.00		A	2.9	9	257	1376	141^	594	220^	581	243^	685	68^	118^	291	677	283	364	224^	304	383	313	21v	15v	75^
5.00 - 5.30		A	3.2	10	284	1503	167^	601	220^	589	234	756	82^	170^	355	736	335	415	273	354	382	321	41v	35v	105^
5.30 - 6.00		A	4.1	12	363	1484	153^	554	198	551	200	771	58^	191	388	754	371	446	330	405	380	308	54^	45v	106^
6.00 - 6.30		A	6.0	16	532	1443	184	557	205	550	205	769	51^	175	346	748	324	415	295	385	370	333	53^	45^	63^
INTERNATIONAL RACE-CHAMP(S) CONT'D		A	2.5	8	222	1321	166^	437	207^	423	217^	707	88^	252^	388	688	369	423	300	353	361	266^	85^	67v	93^

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

JUL. 18-24, 1988

PROGRAM NAME / DAY TIME #STNS DUR CVG% NET TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. PERS (2+)	WORK-ING WOM. 18+	WOMEN TOTAL	WOMEN 18-49	WOMEN 21+	WOMEN 25-54	MEN TOTAL	MEN 18-24	MEN 18-34	MEN 18-49	MEN 21+	MEN 21-49	MEN 21-54	MEN 25-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS MALE 12-17	CHD TOT. 2-11
WEEKEND DAYTIME SPORTS CONT'D																									
INTERNATIONAL RACE-CHAMP-CONT'D																									
SUN 2.30P 60 ABC																									
189 94 SE																									
2.30 - 3.00		A	2.2	7	195	1263	144^	398	181^	384	207^	717	89^	263^	402	692	377	433	313^	369	381	259^	65v	62v	82v
3.00 - 3.30		A	2.7	9	239	1418	190^	485	237^	471	234^	725	90^	252^	391	711	377	430	300	354	359	281	104^	74^	104^
NBC MAJOR LEAGUE PRE GAME		A	4.0	15	354	1355	141^	403	184	384	145^	588	48^	192	320	570	302	338	272	309	242	232	130^	81^	234
SAT 2.00P 18 NBC	4	B	4.2	15	370	1339	119	414	178	395	154	607	79^	240	335	571	299	334	255	290	190	237	128	81^	191
203 98 SC	16	C	3.8	14	341	1347	138	427	214	405	189	597	84	234	348	563	314	353	264	303	212	210	140	98	184
NBC MAJOR LEAGUE BASEBALL		A	5.1	17	452	1339	110^	427	137^	411	143	695	48^	197	352	684	341	391	304	354	291	293	92^	63^	126^
SAT 2.18P 196 NBC	4	B	6.1	20	538	1355	119	417	157	405	160	737	64	219	367	714	344	389	302	347	285	326	89	63	112
203 98 SE	16	C	5.4	18	480	1362	125	438	178	424	169	722	63	214	355	700	333	382	292	342	288	318	95	68	106
SAN FRANCISCO VS ST. LOUIS																									
MONTREAL VS CINCINNATI																									
2.00 - 2.30		A	4.3	16	381	1313	121^	380	127^	379	134^	613	23v	177	293	607	286	336	270	319	241	271	135^	94^	185
2.30 - 3.00		A	4.6	17	408	1313	96^	390	102^	390	115^	632	45^	175	298	630	296	344	253	301	245	286	109^	73^	183
3.00 - 3.30		A	5.1	18	452	1223	74^	362	109^	356	113^	662	59^	195	368	649	355	400	309	353	273	249	93^	58^	106^
3.30 - 4.00		A	4.7	16	416	1212	79^	409	112^	398	123^	643	46^	183	344	632	333	366	298	332	263	265	91^	60^	68^
4.00 - 4.30		A	5.0	16	443	1314	110^	428	111^	419	136^	721	48^	206	362	706	347	391	314	358	314	315	83^	65^	82^
4.30 - 5.00		A	5.5	17	487	1462	143	492	178	469	182	738	48^	203	355	728	345	406	307	368	311	322	89^	72^	142
5.00 - 5.30		A	5.1	16	452	1414	142	473	193	433	173	758	51^	212	381	749	372	429	330	387	332	320	53^	27v	131^
5.30 - 6.00		A	5.6	17	496	1359	121^	461	180	418	161	715	56^	197	355	688	328	376	299	347	303	312	68^	42^	115^
SPORTSWORLD		A	3.3	10	292	1430	217^	495	295	479	299	717	46v	277	446	705	433	487	400	454	363	218	75^	64^	143^
SUN 4.00P 120 NBC	3	B	3.6	11	316	1461	232	574	340	537	305	670	79^	270	421	647	398	467	342	411	325	180	92^	51^	125
193 96 SA	17	C	3.4	10	298	1436	200	504	279	479	257	693	81^	254	440	666	414	477	360	423	337	189	114	66^	126
4.00 - 4.30		A	2.9	9	257	1405	235^	510	307	495	315	672	59v	259	426	658	412	490	367	445	359	168^	77^	69^	147^
4.30 - 5.00		A	3.0	9	266	1435	218^	511	288	487	297	656	56v	266	423	639	406	453	368	415	329	186^	75^	72^	193^
5.00 - 5.30		A	3.3	10	292	1409	212^	471	290	453	289	756	43v	305	471	745	461	506	428	474	366	238	72^	64^	112^
5.30 - 6.00		A	4.1	12	363	1426	201	481	287	471	291	745	31v	269	444	737	436	483	413	460	380	254	73^	54^	127^
U.S. WOMEN'S OPEN-SAT(S)		A	2.3	8	204	1518	157^	576	242^	547	236^	743	80v	235^	367	705	330	343	287^	301^	295^	362	60v	45v	140^
SAT 2.00P 120 ABC																									
210 97 SE																									
2.00 - 2.30		A	2.3	8	204	1412	155^	545	232^	527	252^	669	75v	229^	356	638	326	352	282^	308^	284^	286^	54v	48v	144^
2.30 - 3.00		A	2.3	8	204	1437	128^	527	201^	493	190^	769	84^	215^	361	736	328	346	277^	296^	311^	389	44v	37v	98^
3.00 - 3.30		A	2.5	9	222	1559	166^	587	253^	556	241^	751	78^	238^	372	709	330	339	294	303	283^	370	79^	51v	142^
3.30 - 4.00		A	2.4	8	213	1466	157^	569	249^	541	230^	687	75v	228^	333	647	294^	294^	258^	258^	266^	354	54v	39v	157^
U.S. WOMEN'S OPEN-SUN(S)		A	2.6	8	230	1335	170^	534	156^	526	197^	730	26v	135^	242^	711	223^	263^	216^	256^	307	448	23v	6v	48v
SUN 3.30P 150 ABC																									
CONT'D																									

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

JUL. 18–24, 1988

PROGRAM NAME / DAY TIME #STNS DUR CVG% NET TYPE NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. PERS (2+)	WORKING WOM. 18+	WOMEN TOTAL	WOMEN 18-49	WOMEN 21+	WOMEN 25-54	MEN TOTAL	MEN 18-24	MEN 18-34	MEN 18-49	MEN 21+	MEN 21-49	MEN 21-54	MEN 25-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS MALE 12-17	CHD TOT. 2-11
WEEKEND DAYTIME SPORTS CONT'D																								
U.S. WOMEN'S OPEN-SUN(S)-CONT'D 210 98 SE																								
3.30 - 4.00	A	2.2	7	195	1297	138^	488	129^	488	201^	684	22v	115^	266^	677	260^	288^	244^	272^	339	390			
4.00 - 4.30	A	2.6	8	230	1327	160^	557	153^	556	211^	700	17v	102^	214^	687	200^	240^	197^	237^	332	446	28v	12v	97^
4.30 - 5.00	A	2.5	8	222	1353	184^	545	145^	545	190^	747	30v	123^	235^	733	221^	262^	205^	245^	318	472	17v	4v	52v
5.00 - 5.30	A	2.6	8	230	1346	148^	481	124^	481	163^	816	21v	154^	262^	797	243^	286	241^	284	323	511	29v	5v	32v
5.30 - 6.00	A	2.9	8	257	1439	223^	622	227^	586	232^	749	39v	185^	254	711	217^	263	215^	262	260	448	21v	<<	29v
																						23v	8v	44v

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

JUL. 18-24, 1988

WEEKEND DAYTIME OTHER

PROGRAM NAME	DAY	TIME / #STNS	DUR / CVG%	NET / TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. PERS (2+)	WORKING WOM. 18+	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 21+	WOMEN 25-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 21+	MEN 21-49	MEN 25-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17
BUSINESS WORLD						A	1.4	5	124	1297	229^	574	107v	199^	574	198^	296^	283^	278^	629	193^	285^	628	283^	265^	343^	261^	267^	56v
	SUN	10.00A	30	ABC	4	B	1.4	5	122	1361	183^	634	132^	249^	601	206^	268	279	322	616	183^	282	597	263	225^	296	262	263	58v
		122	72	N	37	C	1.2	4	108	1312	186^	595	125^	251	585	223^	260	274	307	611	159^	297	598	284	258	326	298	246	32v
FACE THE NATION						A	2.6	11	230	1409	225^	695	120^	222^	695	184^	274^	333	383	641	136^	248^	634	242^	226^	290	320	328	31v
	SUN	10.30A	30	CBS	4	B	2.5	10	222	1331	210	649	125^	238	640	202	253	306	360	576	154	244	564	232	211	256	251	286	43^
		154	89	CC	44	C	2.4	8	211	1312	211	656	104^	221	647	192	235	293	392	574	132	257	563	246	221	264	247	275	26v
HEALTH SHOW						A	1.6	6	142	1481	203^	674	237^	426^	642	366^	403^	286^	212^	342^	83v	183^	340^	181^	145^	188^	196^	116v	143^
	SAT	12.30P	30	ABC	3	B	1.7	6	148	1396	203^	565	223^	338	542	260	313	211^	175^	342	141^	223^	337	218^	184^	201^	152^	103^	157^
		150	70	N	32	C	1.8	6	156	1373	218	590	208	335	566	257	317	263	194	390	163	260	373	243	209	237	169	102^	127^
MEET THE PRESS						A	2.0	9	177	1389	237^	718	206^	327^	702	308^	323^	213^	375	509	70v	189^	508	188^	178^	213^	260^	285^	16v
	SUN	9.30A	30	NBC	3	B	2.4	10	213	1332	231	673	125^	259	658	223	261	297	375	549	137^	245	522	219	204	264	280	243	34v
		164	93	CC	42	C	2.1	8	190	1323	195	652	132^	230	641	197	243	258	376	547	147	255	531	239	216	269	249	238	41^
SUNDAY MORNING						A	3.7	17	328	1263	277	716	108^	278	709	252	322	384	367	469	110^	201	463	195	171^	225	228	214	28v
	SUN	9.00A	90	CBS	4	B	3.6	17	319	1331	237	701	122	280	698	249	300	340	370	543	131	252	537	246	226	282	273	236	18v
		185	96	N	44	C	3.9	16	343	1322	226	671	109	247	666	221	273	320	372	563	119	263	557	257	236	285	291	251	19^
		9.00 - 9.30				A	3.0	16	266	1192	242	658	77^	231^	658	212^	282	351	357	460	113^	191^	459	191^	163^	201^	202^	230^	28v
		9.30 - 10.00				A	4.1	19	363	1264	287	728	111^	289	720	262	335	393	366	466	108^	206	462	202	179	239	235	200	30v
		10.00 - 10.30				A	4.1	18	363	1282	284	727	124^	294	717	264	331	390	367	469	107^	199	457	187	167^	224	235	213	27v
SUNDAY TODAY						A	1.9	12	168	1285	204^	719	86v	319^	714	314^	331^	391	382	480	53v	254^	465	239^	235^	245^	346^	216^	6v
	SUN	8.00A	90	NBC	4	B	1.7	11	146	1216	241	670	128^	317	661	295	326	357	323	472	100^	245	455	228	225	250	272	202^	16v
		128	89	N	44	C	1.8	10	162	1246	206	590	141^	257	578	222	268	271	288	529	163	292	520	283	247	296	264	187	36v
		8.00 - 8.30				A	1.6	14	142	1200	159^	699	63v	306^	687	293^	308^	415^	379^	413^	30v	193^	412^	193^	191^	191^	291^	219^	7v
		8.30 - 9.00				A	2.1	14	186	1260	178^	697	80v	307^	697	306^	327^	377	369	492	61v	276^	473	257^	247^	266^	369	197^	<<
		9.00 - 9.30				A	2.1	11	186	1315	254^	721	104^	327^	717	322^	336^	369	379	496	62v	266^	475	246^	245^	253^	349	222^	10v
THIS WEEK-DAVID BRINKLEY						A	3.1	11	275	1305	143^	631	47v	105^	630	103^	172^	200^	457	596	90^	182^	591	177^	174^	218^	236	370	33v
	SUN	11.30A	60	ABC	4	B	3.0	11	266	1343	135	629	81^	167	606	137	177	210	422	618	124	232	611	225	213	256	257	343	41^
		203	99	N	37	C	3.2	10	280	1340	150	666	80^	178	654	152	186	260	454	582	118	249	571	238	218	264	245	287	36^
		11.30 - 12.00				A	2.7	10	239	1343	137^	651	57v	104^	650	101^	168^	183^	481	593	83^	182^	590	179^	177^	220^	238^	368	41v
		12.00 - 12.30				A	3.4	12	301	1314	151^	633	40v	109^	633	107^	181^	219	451	616	98^	187^	609	180^	177^	223	241	384	29v

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. MON. JUL. 18, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45		
HUT	49.4	50.8	50.9	51.8	51.6	53.2	54.2	55.5	55.6	57.1	58.0	58.0	57.1	55.2	53.3	51.3		

ABC TV

	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
Program					WHY ON EARTH?				'88 VOTE:DEM CONV 9:00-MO (9:00-11:16)(PAE)							
AVERAGE AUDIENCE (Hhlds (000))					6,200				5,050							
AVERAGE AUDIENCE (%)					7.0	6.2 *		7.7 *	5.7	5.7 *		5.5 *		5.4 *		5.8 *
SHARE AUDIENCE %					13	12 *		14 *	10	10 *		10 *		10 *		11 *
AVG. AUD. BY 1/4 HR %					6.4	6.0	7.7	7.7	5.7	5.7	5.6	5.5	5.5	5.4	5.4	6.1

CBS TV

	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
Program					BLUE SKIES (PAE)				CAMPAIGN'88:CONVENTION-MO DEMOCRATIC-MONDAY (9:00-11:19)(PAE)							
AVERAGE AUDIENCE (Hhlds (000))					7,270				5,400							
AVERAGE AUDIENCE (%)					8.2	7.4 *		9.1 *	6.1	5.8 *		5.7 *		5.8 *		6.0 *
SHARE AUDIENCE %					15	14 *		17 *	11	11 *		10 *		10 *		11 *
AVG. AUD. BY 1/4 HR %					7.2	7.5	8.9	9.3	6.2	5.3	5.4	6.0	6.1	5.5	5.7	6.3

NBC TV

	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
Program					ALF (R)		DECISION '88-DEM CONV-MON (8:30-11:11)(PAE)									
AVERAGE AUDIENCE (Hhlds (000))					11,160		5,490									
AVERAGE AUDIENCE (%)					12.6		6.2	6.5 *		6.2 *		6.4 *		5.9 *		5.7 *
SHARE AUDIENCE %					24		11	12 *		11 *		11 *		11 *		11 *
AVG. AUD. BY 1/4 HR %					11.8	13.3	6.8	6.1	6.2	6.2	6.2	6.6	6.4	5.5	5.5	5.9

	7:00	7:30	8:00	8:30	9:00	9:30	10:00	10:30
INDEPENDENTS (INCL. SUPERSTATIONS) AVERAGE AUDIENCE	14.8	15.9	16.4	19.5	23.9	25.7	23.5	19.9
SHARE AUDIENCE %	30	31	31	36	42	44	42	38
SUPERSTATIONS AVERAGE AUDIENCE	3.3	4.3	4.8	5.3	6.2	6.7	6.0	4.5
SHARE AUDIENCE %	7	8	9	10	11	12	11	9
PBS AVERAGE AUDIENCE	1.5	1.7	2.0	2.4	2.5	2.6	2.5	2.5
SHARE AUDIENCE %	3	3	4	4	4	4	4	5
CABLE ORIG. AVERAGE AUDIENCE	5.7	7.0	7.5	9.0	10.2	10.8	10.5	9.4
SHARE AUDIENCE %	11	14	14	16	18	19	19	18
PAY SERVICES AVERAGE AUDIENCE	2.9	3.3	3.7	4.6	5.5	5.2	5.6	5.6
SHARE AUDIENCE %	6	6	7	8	10	9	10	11

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.TUE. JUL.19, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	49.6	50.1	50.9	52.0	51.6	52.6	53.6	55.0	54.5	55.4	56.4	56.4	55.7	54.6	52.4	51.7
ABC TV					WHO'S THE BOSS? (R)		FULL HOUSE-TUE (R)(PAE)		'88 VOTE:DEM CONV 9:00-TU (9:00-12:03)(PAE)							
AVERAGE AUDIENCE (Hhlds (000) & %)					9,570 10.8		9,390 10.6		6,910 7.8	6.7 *		7.1 *		7.3 *		7.8 *
SHARE AUDIENCE %					21		20		15	13 *		13 *		13 *		15 *
AVG. AUD. BY 1/4 HR %					10.3	11.2	10.4	10.8	6.9	6.5	7.0	7.1	7.3	7.3	7.3	8.2
CBS TV					CBS SUMMER PLAYHOUSE THE JOHNSONS ARE HOME LIMITED PARTNERS (PAE)				CAMPAIGN'88:CONVENTION-TU DEMOCRATIC-TUESDAY (9:00-12:23)(PAE)							
AVERAGE AUDIENCE (Hhlds (000) & %)					4,250 4.8	5.3 *		4.2 *	5,940 6.7	5.3 *		5.5 *		5.6 *		6.9 *
SHARE AUDIENCE %					9	10 *		8 *	13	10 *		10 *		10 *		13 *
AVG. AUD. BY 1/4 HR %					5.5	5.1	4.3	4.1	5.1	5.5	5.5	5.5	5.5	5.8	6.4	7.4
NBC TV					MATLOCK (R)				DECISION '88-DEM CONV-TUE (9:00-12:09)(PAE)							
AVERAGE AUDIENCE (Hhlds (000) & %)					8,950 10.1	9.4 *		10.8 *	7,710 8.7	7.8 *		8.0 *		8.1 *		8.6 *
SHARE AUDIENCE %					19	18 *		20 *	17	15 *		14 *		15 *		16 *
AVG. AUD. BY 1/4 HR %					9.1	9.7	10.6	10.9	7.9	7.8	8.1	7.9	8.3	7.9	8.2	8.9
INDEPENDENTS (INCL. SUPERSTATIONS) AVERAGE AUDIENCE	15.2		15.2		15.2		15.9		20.3		21.4		19.7		17.0	
SHARE AUDIENCE %	30		30		29		29		37		38		36		33	
SUPERSTATIONS AVERAGE AUDIENCE	3.7		3.6		3.9		4.1		4.5		4.8		4.5		3.5	
SHARE AUDIENCE %	7		7		7		8		8		9		8		7	
PBS AVERAGE AUDIENCE	1.5		2.3		2.8		3.1		2.9		3.0		2.8		2.1	
SHARE AUDIENCE %	3		4		5		6		5		5		5		4	
CABLE ORIG. AVERAGE AUDIENCE	6.3		6.8		7.4		8.8		10.0		9.8		9.6		9.0	
SHARE AUDIENCE %	13		13		14		16		18		17		17		17	
PAY SERVICES AVERAGE AUDIENCE	1.8		2.3		2.6		2.9		5.5		5.7		5.8		4.5	
SHARE AUDIENCE %	4		4		5		5		10		10		11		9	

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. WED. JUL. 20, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	47.9	48.9	48.9	49.7	50.2	51.6	51.7	52.6	52.9	54.4	55.2	55.9	54.8	54.2	53.5	52.3
ABC TV					GROWING PAINS (R)		HEAD OF THE CLASS (R)(PAE)		'88 VOTE:DEM CONV 9:00-WE (9:00-11:35)(PAE)							
AVERAGE AUDIENCE (Hhlds (000) & %)					8,950 10.1		8,680 9.8		6,110 6.9	6.6 *		6.2 *		6.2 *		7.2 *
SHARE AUDIENCE %					20		19		13	13 *		12 *		12 *		13 *
AVG. AUD. BY 1/4 HR %					9.4	10.9	9.6	10.0	6.9	6.2	6.3	6.1	6.1	6.4	7.0	7.5
CBS TV					JAKE AND THE FATMAN (R)(PAE)				CAMPAIGN'88:CONVENTION-WE DEMOCRATIC-WEDNESDAY (9:00-11:58)(PAE)							
AVERAGE AUDIENCE (Hhlds (000) & %)					7,890 8.9	8.5 *		9.3 *	5,940 6.7	6.5 *		6.6 *		6.5 *		7.5 *
SHARE AUDIENCE %					17	17 *		18 *	13	13 *		12 *		12 *		14 *
AVG. AUD. BY 1/4 HR %					8.2	8.8	9.3	9.3	6.8	6.3	6.6	6.5	6.5	6.6	7.3	7.7
NBC TV					DOWN DELAWARE ROAD				DECISION '88-DEM CONV-WED (9:00-11:48)(PAE)							
AVERAGE AUDIENCE (Hhlds (000) & %)					5,140 5.8	5.8 *		5.8 *	5,850 6.6	5.3 *		5.6 *		6.4 *		7.1 *
SHARE AUDIENCE %					11	11 *		11 *	13	10 *		10 *		12 *		13 *
AVG. AUD. BY 1/4 HR %					6.0	5.6	5.8	5.8	5.3	5.4	5.6	5.6	6.1	6.6	7.1	7.2
INDEPENDENTS (INCL. SUPERSTATIONS) AVERAGE AUDIENCE	14.6		14.3		14.3		15.6		21.4		23.4		21.0		18.2	
SHARE AUDIENCE %	30		29		28		30		40		42		39		34	
SUPERSTATIONS AVERAGE AUDIENCE	3.3		3.3		3.3		3.4		4.6		5.2		4.5		3.3	
SHARE AUDIENCE %	7		7		6		7		9		9		8		6	
PBS AVERAGE AUDIENCE	1.6		1.9		1.8		2.2		2.6		2.8		2.7		2.7	
SHARE AUDIENCE %	3		4		4		4		5		5		5		5	
CABLE ORIG. AVERAGE AUDIENCE	5.6		6.9		8.3		8.8		10.4		10.4		9.4		9.2	
SHARE AUDIENCE %	12		14		16		17		19		19		17		17	
PAY SERVICES AVERAGE AUDIENCE	1.9		2.3		3.0		3.4		4.6		4.6		5.2		5.1	
SHARE AUDIENCE %	4		5		6		7		9		8		10		10	

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.THU. JUL.21, 1988

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT		46.3	47.4	47.7	49.0	48.4	50.6	50.6	51.3	51.8	52.7	53.4	54.2	54.2	54.3	53.0	52.1
ABC TV						DIVIDED WE STAND (PAE)				'88 VOTE:DEM CONV 9:00-TH (9:00-11:39)(PAE)							
AVERAGE AUDIENCE (Hhlds (000) & %)						4,250 4.8	4.4 *		5.2 *	5,940 6.7	5.5 *		6.0 *		7.1 *		7.6 *
SHARE AUDIENCE	%					9	9 *		10 *	13	11 *		11 *		13 *		14 *
AVG. AUD. BY 1/4 HR	%					4.5	4.3	5.2	5.2	5.6	5.5	5.7	6.2	6.9	7.2	7.5	7.7
CBS TV						CAMPAIGN'88:CONVENTION-TH DEMOCRATIC-THURSDAY (8:00-11:43)(PAE)											
AVERAGE AUDIENCE (Hhlds (000) & %)						5,760 6.5	5.1 *		5.2 *		5.9 *		6.1 *		6.9 *		7.6 *
SHARE AUDIENCE	%					13	11 *		11 *		12 *		12 *		13 *		14 *
AVG. AUD. BY 1/4 HR	%					5.3	4.9	5.0	5.3	5.9	5.9	5.8	6.3	6.6	7.2	7.4	7.7
NBC TV						BILL COSBY SHOW (R)		HEART AND SOUL		DECISION '88-DEM CONV-THU (9:00-11:37)(PAE)							
AVERAGE AUDIENCE (Hhlds (000) & %)						13,560 15.3		11,430 12.9		7,090 8.0	7.2 *		7.1 *		8.1 *		8.6 *
SHARE AUDIENCE	%					31		25		15	14 *		14 *		15 *		16 *
AVG. AUD. BY 1/4 HR	%					14.2	16.4	13.3	12.5	7.4	6.9	7.1	7.2	7.7	8.5	8.5	8.8

	7:00	7:30	8:00	8:30	9:00	9:30	10:00	10:30
INDEPENDENTS (INCL. SUPERSTATIONS)								
AVERAGE AUDIENCE	14.0	13.8	14.6	16.4	19.5	20.1	18.0	16.7
SHARE AUDIENCE %	30	29	29	32	37	37	33	32
SUPERSTATIONS								
AVERAGE AUDIENCE	3.1	2.8	3.3	3.7	4.4	4.1	3.6	3.2
SHARE AUDIENCE %	7	6	7	7	8	8	7	6
PBS								
AVERAGE AUDIENCE	1.0	1.8	2.1	2.4	2.7	2.9	2.2	2.1
SHARE AUDIENCE %	2	4	4	5	5	5	4	4
CABLE ORIG.								
AVERAGE AUDIENCE	5.8	6.6	7.6	8.9	10.1	9.7	8.5	7.9
SHARE AUDIENCE %	12	14	15	17	19	18	16	15
PAY SERVICES								
AVERAGE AUDIENCE	2.3	3.0	3.2	3.3	4.2	5.1	6.1	5.5
SHARE AUDIENCE %	5	6	6	6	8	9	11	10

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. FRI. JUL. 22, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	42.8	43.1	43.1	44.2	43.6	45.1	45.9	47.2	47.6	48.4	49.0	49.6	50.1	50.2	49.6	48.3
ABC TV					PERFECT STRANGERS (R)		FULL HOUSE (R)		MR. BELVEDERE (R)		I MARRIED DORA (R)(PAE)		←20/20→			
AVERAGE AUDIENCE (Hhlds (000) & %)					7,440 8.4		7,530 8.5		9,210 10.4		8,770 9.9		11,870 13.4	13.3 *		13.4 *
SHARE AUDIENCE %					19		18		22		20		27	27 *		27 *
AVG. AUD. BY 1/4 HR %					8.2	8.6	8.2	8.9	10.0	10.7	9.5	10.3	13.0	13.7	14.1	12.8
CBS TV					←BEAUTY & THE BEAST (R)→				←CBS FRIDAY MOVIE→ EDUCATING RITA (PAE)							
AVERAGE AUDIENCE (Hhlds (000) & %)					7,440 8.4	7.9 *		8.8 *	5,670 6.4	7.1 *		6.5 *		6.3 *		5.9 *
SHARE AUDIENCE %					19	18 *		19 *	13	15 *		13 *		13 *		12 *
AVG. AUD. BY 1/4 HR %					7.7	8.1	8.8	8.9	7.6	6.7	6.6	6.3	6.3	6.2	5.8	6.0
NBC TV					<BEST OF TV BLOOPERS-JOKES> (R)				←MIAMI VICE SPECIAL (R)→				←MIAMI VICE (R)→			
AVERAGE AUDIENCE (Hhlds (000) & %)					7,530 8.5	8.3 *		8.7 *	7,530 8.5	8.1 *		8.9 *	9,570 10.8	10.4 *		11.3 *
SHARE AUDIENCE %					19	19 *		19 *	17	17 *		18 *	22	21 *		23 *
AVG. AUD. BY 1/4 HR %					8.0	8.5	8.9	8.5	8.0	8.2	8.7	9.1	10.2	10.6	11.0	11.5
INDEPENDENTS (INCL. SUPERSTATIONS)																
AVERAGE AUDIENCE	11.8		12.0		11.9		12.9		14.3		15.6		13.1		10.9	
SHARE AUDIENCE %	27		27		27		28		30		32		26		22	
SUPERSTATIONS																
AVERAGE AUDIENCE	2.9		3.1		3.2		3.6		4.0		4.2		3.5		2.4	
SHARE AUDIENCE %	7		7		7		8		8		9		7		5	
PBS																
AVERAGE AUDIENCE	1.2		1.8		2.3		2.1		1.6		1.7		1.2		1.3	
SHARE AUDIENCE %	3		4		5		5		3		3		2		3	
CABLE ORIG.																
AVERAGE AUDIENCE	4.5		4.8		5.3		5.4		5.8		6.0		5.8		6.1	
SHARE AUDIENCE %	10		11		12		12		12		12		12		12	
PAY SERVICES																
AVERAGE AUDIENCE	2.1		2.4		2.8		3.0		3.4		3.4		3.4		3.5	
SHARE AUDIENCE %	5		5		6		6		7		7		7		7	

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

 Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. SAT. JUL. 23, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	37.9	38.6	39.7	40.7	42.0	43.0	43.5	45.0	46.1	47.0	46.8	47.5	46.9	47.2	46.2	45.5	43.0	39.8
ABC TV					←SUPERCARRIER (R)→				←OHARA (R)(PAE)→				←HOTEL (R)→					
AVERAGE AUDIENCE (Hhlds (000) & %)					5,580 6.3	6.0 *		6.5 *	5,400 6.1	5.6 *		6.7 *	5,050 5.7	5.4 *		5.9 *		
SHARE AUDIENCE %					14	14 *		15 *	13	12 *		14 *	12	11 *		13 *		
AVG. AUD. BY 1/4 HR %					6.2	5.9	6.4	6.6	5.5	5.7	6.6	6.8	5.1	5.7	5.8	6.1		
CBS TV					KATE & ALLIE (R)		FRANK'S PLACE (R)		←TOUR OF DUTY (R)(PAE)→				←WEST 57TH→					
AVERAGE AUDIENCE (Hhlds (000) & %)					5,230 5.9		4,340 4.9		6,650 7.5	6.7 *		8.2 *	6,110 6.9	6.9 *		6.9 *		
SHARE AUDIENCE %					14		11		16	14 *		17 *	15	15 *		15 *		
AVG. AUD. BY 1/4 HR %					5.8	5.9	4.9	4.9	6.4	7.0	8.1	8.4	7.0	6.8	6.8	7.0		
NBC TV					FACTS OF LIFE (R)		227 (R)		GOLDEN GIRLS (R)		AMEN (R)		←HUNTER (R)→					
AVERAGE AUDIENCE (Hhlds (000) & %)					8,330 9.4		10,370 11.7		13,820 15.6		12,140 13.7		13,560 15.3	15.3 *		15.3 *		
SHARE AUDIENCE %					22		26		33		29		33	33 *		33 *		
AVG. AUD. BY 1/4 HR %					8.8	10.0	10.8	12.6	15.3	15.9	13.6	13.9	15.1	15.5	15.5	15.0		
INDEPENDENTS (INCL. SUPERSTATIONS)																		
AVERAGE AUDIENCE	10.9		12.3		10.4		10.8		10.3		10.3		11.0		10.6		9.6	
SHARE AUDIENCE %	28		31		24		24		22		22		23		23		23	
SUPERSTATIONS																		
AVERAGE AUDIENCE	2.9		3.4		3.0		3.4		3.4		3.6		3.2		2.8		2.4	
SHARE AUDIENCE %	8		8		7		8		7		8		7		6		6	
PBS																		
AVERAGE AUDIENCE	2.4		2.4		2.6		3.0		2.2		2.7		2.5		1.9		1.4	
SHARE AUDIENCE %	6		6		6		7		5		6		5		4		3	
CABLE ORIG.																		
AVERAGE AUDIENCE	6.0		5.8		6.0		5.6		4.8		5.2		5.4		4.9		4.5	
SHARE AUDIENCE %	16		14		14		13		10		11		11		11		11	
PAY SERVICES																		
AVERAGE AUDIENCE	2.7		2.8		4.9		5.2		5.6		4.4		4.4		4.3		3.6	
SHARE AUDIENCE %	7		7		12		12		12		9		9		9		9	

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. JUL.23, 1988

TIME		11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
HUT		35.9	34.5	31.6	29.4	26.5	24.0	21.8	20.4	18.5	16.7	15.2	13.7	12.5	11.7
ABC TV		(1)													
AVERAGE AUDIENCE (Hhlds (000) & %)	{	1,680 1.9													
SHARE AUDIENCE	%	6													
AVG. AUD. BY 1/4 HR	%	1.9													
CBS TV															
AVERAGE AUDIENCE (Hhlds (000) & %)	{														
SHARE AUDIENCE	%														
AVG. AUD. BY 1/4 HR	%														
NBC TV		←SATURDAY NIGHT→ (11:30-12:48)(PAE)					(PAE)								
AVERAGE AUDIENCE (Hhlds (000) & %)	{	5,850 6.6	7.5 *		6.4 *										
SHARE AUDIENCE	%	21	22 *		21 *										
AVG. AUD. BY 1/4 HR	%	7.6	7.4	6.8	6.0	5.4									
INDEPENDENTS (INCL. SUPERSTATIONS)															
AVERAGE AUDIENCE		9.4		7.6		6.7		5.8		5.0		3.9		3.2	
SHARE AUDIENCE %		27		25		26		27		28		27		26	
SUPERSTATIONS															
AVERAGE AUDIENCE		2.1		1.9		1.8		1.7		1.4		0.9		0.7 ^	
SHARE AUDIENCE %		6		6		7		8		8		6		6 ^	
PBS															
AVERAGE AUDIENCE		1.2		0.9		0.6 ^		0.4 ^		0.3 ^		0.3 ^		0.3 ^	
SHARE AUDIENCE %		3		3		2 ^		2 ^		2 ^		2 ^		2 ^	
CABLE ORIG.															
AVERAGE AUDIENCE		4.7		3.9		3.3		2.3		1.8		1.8		1.7	
SHARE AUDIENCE %		13		13		13		11		10		13		14	
PAY SERVICES															
AVERAGE AUDIENCE		3.9		3.8		3.6		3.4		3.2		2.7		2.3	
SHARE AUDIENCE %		11		12		14		16		18		19		19	

U.S. TV HOUSEHOLDS: 88,600,000
(1) ABC WEEKEND REPORT-SAT.,ABC,(11:30-11:45)

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. JUL.24, 1988

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT		43.1	44.7	45.3	46.4	47.9	49.6	50.9	52.4	52.9	53.8	55.4	56.7	57.2	57.2	57.2	56.2	50.5	44.2
ABC TV		←DISNEY SUNDAY MOVIE→ YOUNG HARRY HOUDINI, PT.2 (R)				←MACGYVER→ (R)				←ABC SUNDAY NIGHT MOVIE→ MOONRAKER (9:00-11:25)(R)(PAE)									
AVERAGE AUDIENCE (Hhlds (000) & %)		4,780				6,200				10,720									
		5.4	4.9 *		5.8 *	7.0	6.3 *		7.7 *	12.1	10.7 *		11.7 *		12.7 *		12.8 *		12.8 *
SHARE AUDIENCE	%	12	11 *		13 *	14	13 *		15 *	22	20 *		21 *		22 *		23 *		26 *
AVG. AUD. BY 1/4 HR	%	4.8	5.0	5.7	6.0	6.1	6.6	7.6	7.9	10.4	11.0	11.4	12.1	12.6	12.7	12.8	12.8	12.9	12.5
CBS TV		←60 MINUTES→				←MURDER, SHE WROTE→ (R)				←CBS SUNDAY MOVIE→ SIN OF INNOCENCE (R)(PAE)									
AVERAGE AUDIENCE (Hhlds (000) & %)		12,850				12,230				11,870									
		14.5	13.9 *		15.0 *	13.8	13.3 *		14.3 *	13.4	12.2 *		13.0 *		14.1 *		14.5 *		
SHARE AUDIENCE	%	32	32 *		33 *	27	27 *		28 *	24	23 *		23 *		25 *		26 *		
AVG. AUD. BY 1/4 HR	%	12.9	14.8	14.9	15.2	13.2	13.4	14.4	14.1	12.2	12.2	12.8	13.3	14.0	14.2	14.5	14.5		
NBC TV		←RAGS TO RICHES→ (R)				FAMILY TIES (R)		MY TWO DADS (R)		←NBC SUNDAY NIGHT MOVIE→ THE DELIBERATE STRANGER, PT.1 (R)									
AVERAGE AUDIENCE (Hhlds (000) & %)		5,230				8,510		8,150		12,580									
		5.9	5.7 *		6.1 *	9.6		9.2		14.2	12.8 *		14.2 *		14.4 *		15.2 *		
SHARE AUDIENCE	%	13	13 *		13 *	20		18		25	24 *		25 *		25 *		27 *		
AVG. AUD. BY 1/4 HR	%	5.6	5.7	5.8	6.4	9.1	10.0	8.9	9.6	12.1	13.6	14.0	14.4	14.3	14.4	15.2	15.2		
INDEPENDENTS (INCL. SUPERSTATIONS) AVERAGE AUDIENCE		11.9		12.8		13.1		12.8		10.7		10.1		9.1		7.7		5.9	
SHARE AUDIENCE %		27		28		27		25		20		18		16		14		12	
SUPERSTATIONS AVERAGE AUDIENCE		2.8		3.1		2.7		2.7		2.2		2.4		2.0		1.7		1.7	
SHARE AUDIENCE %		6		7		6		5		4		4		3		3		4	
PBS AVERAGE AUDIENCE		2.0		2.1		2.2		2.9		2.1		2.0		2.1		1.7		1.1	
SHARE AUDIENCE %		5		5		5		6		4		4		4		3		2	
CABLE ORIG. AVERAGE AUDIENCE		4.5		4.0		3.7		3.6		4.6		4.8		4.9		5.0		3.2	
SHARE AUDIENCE %		10		9		8		7		9		9		9		9		7	
PAY SERVICES AVERAGE AUDIENCE		3.5		2.7		3.8		4.5		5.4		5.9		6.0		5.9		5.3	
SHARE AUDIENCE %		8		6		8		9		10		11		10		10		11	

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME		11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
HUT		36.3	32.4	28.1	25.4	22.3	20.2	17.6	16.0	13.7	12.4	10.7	9.5	8.9	8.4
ABC TV				(1)											
AVERAGE AUDIENCE (Hhlds (000) & %)	{			1,240											
				1.4											
SHARE AUDIENCE	%			8											
AVG. AUD. BY 1/4 HR	%			1.4											
CBS TV		CBS SUNDAY NEWS													
AVERAGE AUDIENCE (Hhlds (000) & %)	{	2,220													
		2.5													
SHARE AUDIENCE	%	5													
AVG. AUD. BY 1/4 HR	%	2.5													
NBC TV		(2)	(PAE)												
AVERAGE AUDIENCE (Hhlds (000) & %)	{	1,950													
		2.2													
SHARE AUDIENCE	%	6													
AVG. AUD. BY 1/4 HR	%	2.2													
INDEPENDENTS (INCL. SUPERSTATIONS)															
AVERAGE AUDIENCE		6.0		5.1		4.7		3.1		2.6		2.1		1.6	
SHARE AUDIENCE %		17		19		22		18		20		21		19	
SUPERSTATIONS															
AVERAGE AUDIENCE		1.4		1.3		1.5		1.3		1.1		0.8		0.6 ^	
SHARE AUDIENCE %		4		5		7		8		8		8		7 ^	
PBS															
AVERAGE AUDIENCE		1.1		0.9		0.6 ^		0.4 ^		0.2 ^		0.1 v		0.1 v	
SHARE AUDIENCE %		3		3		3 ^		2 ^		2 ^		1 v		1 v	
CABLE ORIG.															
AVERAGE AUDIENCE		3.3		2.8		2.2		1.7		1.5		1.3		1.3	
SHARE AUDIENCE %		10		10		10		10		11		13		15	
PAY SERVICES															
AVERAGE AUDIENCE		4.7		4.4		3.7		3.6		3.1		2.6		2.1	
SHARE AUDIENCE %		14		16		17		21		24		26		24	

U.S. TV HOUSEHOLDS: 88,600,000
(1) ABC WEEKEND REPORT-SUN.,ABC,(12:00-12:15)
(2) G MICHAELS SPORTS MACHINE,NBC,(11:30-11:45)

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. JUL.18-22,1988

TIME	6:00	6:15	6:30	6:45	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15
HUT	7.5	8.5	10.1	11.9	13.8	15.5	16.6	17.5	18.8	20.2	21.1	21.8	22.3	23.3	24.1	24.4	23.0	23.7
ABC TV	(PAE)	(1)	(PAE)	(2)	GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING) (PAE)				GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING) (PAE)									
AVERAGE AUDIENCE (Hhlds (000) & %)		960		1,630			2,850				2,960							
		1.1		1.8			3.2				3.3							
SHARE AUDIENCE %		13		15			19				16							
AVG. AUD. BY 1/4 HR %		1.1		1.8			3.2	3.2			3.3	3.3						
CBS TV			CBS MORNING NEWS- 6:30AM		CBS THIS MORNING-A (SUS)		CBS THIS MORNING-1		CBS THIS MORNING-B (SUS)		CBS THIS MORNING-2						FAMILY FEUD	
AVERAGE AUDIENCE (Hhlds (000) & %)			760				1,790				1,970						2,750	
			0.9				2.0				2.2						3.1	
SHARE AUDIENCE %			9				12				10						13	
AVG. AUD. BY 1/4 HR %			0.8	0.9			2.0	2.1			2.2	2.3					2.9	3.3
NBC TV	NBC NEWS AT SUNRISE (PAE)				TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING) (PAE)				TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING) (PAE)								SALE OF THE CENTURY	
AVERAGE AUDIENCE (Hhlds (000) & %)	1,510						3,530				3,850						2,820	
	1.7						4.0				4.3						3.2	
SHARE AUDIENCE %	20						23				20						13	
AVG. AUD. BY 1/4 HR %	1.5	2.0					3.9	4.0			4.3	4.3					3.0	3.3
INDEPENDENTS (INCL. SUPERSTATIONS)																		
AVERAGE AUDIENCE	1.5		2.3		3.6		5.0		6.0		6.7		5.7		5.9		5.8	
SHARE AUDIENCE %	18		21		25		29		31		31		25		25		25	
SUPERSTATIONS																		
AVERAGE AUDIENCE	0.6		0.8		1.2		1.6		2.0		2.2		1.9		2.1		1.9	
SHARE AUDIENCE %	7		7		8		9		10		10		8		9		8	
PBS																		
AVERAGE AUDIENCE	0.1 v		0.2 ^		0.4		0.6		0.9		1.2		1.5		1.5		1.2	
SHARE AUDIENCE %	1 v		2 ^		3		3		5		6		6		6		5	
CABLE ORIG.																		
AVERAGE AUDIENCE	1.1		1.3		1.6		1.8		2.0		2.6		2.9		3.0		2.9	
SHARE AUDIENCE %	14		12		11		11		10		12		13		12		13	
PAY SERVICES																		
AVERAGE AUDIENCE	0.9		0.8		0.9		0.9		1.1		1.3		1.4		1.5		1.5	
SHARE AUDIENCE %	12		7		6		5		6		6		6		6		6	

U.S. TV HOUSEHOLDS: 88,600,000
(1) ABC WORLD NEWS-MORN-615A,ABC,(6:15-6:30)
(2) ABC WORLD NEWS-MORN-645A,ABC,(6:45-7:00)

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. JUL.18-22,1988

TIME		10:30	10:45	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
HUT		24.0	24.6	25.0	25.5	25.5	26.4	27.6	28.5	29.2	30.3	31.7	32.4	31.7	31.8	30.8	31.0	30.5	30.5
ABC TV				GROWING PAINS M-F (PAE)		HOME (PAE)		RYAN'S HOPE		LOVING		←ALL MY CHILDREN→				←ONE LIFE TO LIVE→ (PAE)			
AVERAGE AUDIENCE (Hhlds (000) & %)	{			3,560		2,380		2,130		3,440		6,180				6,380			
				4.0		2.7		2.4		3.9		7.0	6.7 *		7.2 *	7.2	7.1 *		7.3 *
SHARE AUDIENCE	%			16		10		9		13		22	21 *		23 *	23	23 *		24 *
AVG. AUD. BY 1/4 HR	%			3.8	4.3	2.9	2.5	2.3	2.5	3.8	4.0	6.5	7.1	7.2	7.3	7.1	7.1	7.3	7.4
CBS TV		NEW CARD SHARKS		PRICE IS RIGHT 1 (PAE)		PRICE IS RIGHT 2 (PAE)				←YOUNG AND THE RESTLESS→				BOLD AND THE BEAUTIFUL		←AS THE WORLD TURNS→			
AVERAGE AUDIENCE (Hhlds (000) & %)	{	2,920		4,740		6,090				7,510				4,960		5,990			
		3.3		5.4		6.9				8.5	8.2 *		8.8 *	5.6		6.8	6.7 *		6.7 *
SHARE AUDIENCE	%	14		21		26				29	28 *		29 *	18		22	22 *		22 *
AVG. AUD. BY 1/4 HR	%	3.2	3.4	5.0	5.7	6.7	7.0			8.1	8.4	8.7	8.8	5.6	5.6	6.7	6.8	6.8	6.7
NBC TV		CLASSIC CONCENTRATION		WHEEL OF FORTUNE (PAE)		WIN, LOSE OR DRAW (TUE-FRI)(PAE)		SUPER PASSWORD		SCRABBLE		←DAYS OF OUR LIVES→				←ANOTHER WORLD→ (PAE)			
AVERAGE AUDIENCE (Hhlds (000) & %)	{	3,560		4,470		4,160		2,990		3,740		7,370				4,710			
		4.0		5.0		4.7		3.4		4.2		8.3	8.0 *		8.6 *	5.3	5.5 *		5.2 *
SHARE AUDIENCE	%	17		20		18		12		14		26	25 *		27 *	17	18 *		17 *
AVG. AUD. BY 1/4 HR	%	3.9	4.1	4.9	5.2	4.6	4.8	3.3	3.4	4.1	4.3	7.8	8.2	8.7	8.7	5.6	5.4	5.3	5.2

	10:30	11:00	11:30	12:00	12:30	1:00	1:30	2:00	2:30
INDEPENDENTS (INCL. SUPERSTATIONS)									
AVERAGE AUDIENCE	5.8	5.2	5.5	5.6	6.3	6.0	6.6	6.5	6.5
SHARE AUDIENCE %	24	21	21	20	21	19	21	21	21
SUPERSTATIONS									
AVERAGE AUDIENCE	2.0	1.9	2.0	1.9	2.2	1.8	1.9	1.9	1.8
SHARE AUDIENCE %	8	7	8	7	7	6	6	6	6
PBS									
AVERAGE AUDIENCE	1.1	0.9	0.9	0.9	0.9	0.9	0.8	0.7	0.7
SHARE AUDIENCE %	5	3	4	3	3	3	2	2	2
CABLE ORIG.									
AVERAGE AUDIENCE	3.0	3.1	3.4	3.5	3.3	3.5	3.8	3.9	3.9
SHARE AUDIENCE %	12	12	13	12	11	11	12	13	13
PAY SERVICES									
AVERAGE AUDIENCE	1.5	1.6	1.4	1.8	1.8	1.6	1.5	1.7	1.6
SHARE AUDIENCE %	6	6	5	6	6	5	5	5	5

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. JUL.18-22,1988

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
HUT	29.8	30.3	30.7	31.2	31.4	32.7	33.6	34.8	35.6	37.5	38.6	40.6	45.0	46.2	47.1	47.4
ABC TV	←GENERAL HOSPITAL→				←(PAE)→										ABC WORLD NEWS TONIGHT	
AVERAGE AUDIENCE (Hhlds (000) & %)	6,700 7.6	7.5 *		7.6 *											7,410 8.4	
SHARE AUDIENCE %	25	25 *		24 *											19	
AVG. AUD. BY 1/4 HR %	7.5	7.5	7.6	7.6											8.2	8.6
CBS TV	←GUIDING LIGHT (PAE)→														CBS EVENING NEWS-RATHER	
AVERAGE AUDIENCE (Hhlds (000) & %)	5,280 6.0	6.0 *		5.9 *											7,640 8.6	
SHARE AUDIENCE %	19	20 *		19 *											19	
AVG. AUD. BY 1/4 HR %	6.1	5.9	6.0	5.9											8.7	8.6
NBC TV	←SANTA BARBARA→														NBC NIGHTLY NEWS	
AVERAGE AUDIENCE (Hhlds (000) & %)	3,990 4.5	4.5 *		4.4 *											6,910 7.8	
SHARE AUDIENCE %	15	15 *		14 *											17	
AVG. AUD. BY 1/4 HR %	4.6	4.5	4.4	4.5											7.7	7.9
INDEPENDENTS (INCL. SUPERSTATIONS)																
AVERAGE AUDIENCE	7.2		7.9		8.8		9.4		10.1		11.0		13.3		14.4	
SHARE AUDIENCE %	24		26		27		28		28		28		29		30	
SUPERSTATIONS																
AVERAGE AUDIENCE	2.2		2.4		2.8		3.1		3.0		3.1		3.1		3.1	
SHARE AUDIENCE %	7		8		9		9		8		8		7		7	
PBS																
AVERAGE AUDIENCE	0.7		0.9		0.9		1.0		0.9		0.9		1.0		1.1	
SHARE AUDIENCE %	2		3		3		3		2		2		2		2	
CABLE ORIG.																
AVERAGE AUDIENCE	4.0		4.4		4.6		4.6		4.5		4.8		5.3		5.8	
SHARE AUDIENCE %	13		14		14		13		12		12		12		12	
PAY SERVICES																
AVERAGE AUDIENCE	1.4		1.2		1.1		1.1		1.2		1.4		1.8		1.9	
SHARE AUDIENCE %	5		4		3		3		3		4		4		4	

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. JUL.23, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	6.8	7.6	8.5	9.7	11.2	12.7	14.2	16.5	17.9	19.6	20.7	21.4	22.5	24.2	25.1	25.4	25.0	25.6
ABC TV					LITTLE WIZARDS		ALL NEW POUND PUPPIES		MY PET MONSTER		FLINTSTONE KIDS		REAL GHOSTBUSTERS I		REAL GHOSTBUSTERS II		BUGS BUNNY/TWEETY SHOW I	
AVERAGE AUDIENCE (Hhlds (000) & %)					1,330		1,950		2,660		3,280		3,630		4,160		4,520	
					1.5		2.2		3.0		3.7		4.1		4.7		5.1	
SHARE AUDIENCE %					13		14		16		17		17		19		20	
AVG. AUD. BY 1/4 HR %					1.4	1.6	2.0	2.4	2.7	3.2	3.6	3.8	4.0	4.2	4.6	4.9	5.0	5.2
CBS TV					HELLO KITTY		MUPPET BABIES I		MUPPET BABIES II		MUPPET BABIES III		PEE WEE'S PLAYHOUSE		MIGHTY MOUSE		POPEYE & SON	
AVERAGE AUDIENCE (Hhlds (000) & %)					1,330		2,220		3,100		3,460		4,160		3,190		3,010	
					1.5		2.5		3.5		3.9		4.7		3.6		3.4	
SHARE AUDIENCE %					13		16		19		18		20		14		13	
AVG. AUD. BY 1/4 HR %					1.3	1.6	2.1	2.9	3.3	3.6	3.8	4.0	4.5	4.9	3.6	3.6	3.5	3.4
NBC TV					GUMMI BEARS (PAE)		SMURFS I		SMURFS II		SMURFS III (PAE)		ALF-SAT MORN (PAE)		ALVIN AND THE CHIPMUNKS		FRAGGLE ROCK	
AVERAGE AUDIENCE (Hhlds (000) & %)					2,220		2,750		3,540		3,990		4,080		4,520		3,540	
					2.5		3.1		4.0		4.5		4.6		5.1		4.0	
SHARE AUDIENCE %					21		20		21		21		20		20		16	
AVG. AUD. BY 1/4 HR %					2.2	2.8	3.0	3.3	3.7	4.3	4.5	4.6	4.5	4.7	5.0	5.2	4.0	4.0
INDEPENDENTS (INCL. SUPERSTATIONS) AVERAGE AUDIENCE	2.0		2.4		2.9		3.7		3.9		4.4		4.6		5.3		5.9	
SHARE AUDIENCE %	28		26		24		24		21		21		20		21		23	
SUPERSTATIONS AVERAGE AUDIENCE	0.8		1.0		1.1		1.6		1.1		0.9		0.9		1.1		1.5	
SHARE AUDIENCE %	11		11		9		10		6		4		4		4		6	
PBS AVERAGE AUDIENCE	0.1	v	0.3	^	0.4	^	0.6	^	0.8		0.7	^	0.8		1.1		1.2	
SHARE AUDIENCE %	1	v	3	^	3	^	4	^	4		3	^	3		4		5	
CABLE ORIG. AVERAGE AUDIENCE	1.7		2.0		2.2		2.5		2.6		2.8		3.4		4.4		4.3	
SHARE AUDIENCE %	24		22		18		16		14		13		15		17		17	
PAY SERVICES AVERAGE AUDIENCE	1.1		1.3		1.5		1.4		1.9		2.1		2.5		2.1		2.1	
SHARE AUDIENCE %	15		14		13		9		10		10		11		8		8	

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. JUL.23, 1988

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45
HUT	26.1	26.5	26.3	26.6	26.0	26.3	25.4	26.0	26.2	27.0	26.9	27.4	27.3	27.5	27.9	28.3	28.6	29.8
ABC TV	BUGS BUNNY/TWEETY SHOW II		ANIMAL CRACK-UPS		HEALTH SHOW		(1)				←— U.S. WOMEN'S OPEN-SAT —→							
AVERAGE AUDIENCE (Hhlds (000) & %)	4,610		2,920		1,420		1,590				2,040							
	5.2		3.3		1.6		1.8				2.3	2.3 *		2.3 *		2.5 *		2.4 *
SHARE AUDIENCE %	20		12		6		7				8	8 *		8 *		9 *		8 *
AVG. AUD. BY 1/4 HR %	5.3	5.1	3.3	3.3	1.8	1.5	1.6	1.9			2.2	2.3	2.3	2.3	2.4	2.6	2.3	2.4
CBS TV	DENNIS THE MENACE		TEEN WOLF		GALAXY HIGH SCHOOL										←— CBS SPORTS SATURDAY BUDWEISER BOXING (3:00-4:30) ——			
AVERAGE AUDIENCE (Hhlds (000) & %)	2,660		3,100		2,920										3,370			
	3.0		3.5		3.3										3.8	2.7 *		4.0 *
SHARE AUDIENCE %	11		13		13										13	9 *		14 *
AVG. AUD. BY 1/4 HR %	3.1	3.0	3.4	3.7	3.3	3.4									2.5	2.8	3.6	4.4
NBC TV	NEW ARCHIES		FOOFUR (PAE)		I'M TELLING						(2)	←— NBC MAJOR LEAGUE BASEBALL SAN FRANCISCO VS ST. LOUIS MONTREAL VS CINCINNATI (MULTI SEGMENT)(PAE) ——						
AVERAGE AUDIENCE (Hhlds (000) & %)	3,280		2,130		1,680						3,540	4,520						
	3.7		2.4		1.9						4.0	5.1		4.6 *		5.1 *		4.7 *
SHARE AUDIENCE %	14		9		7						15	17		17 *		18 *		16 *
AVG. AUD. BY 1/4 HR %	3.6	3.8	2.4	2.3	2.0	1.9					4.0	4.3	4.5	4.8	5.3	5.0	4.7	4.7

	11:30	12:00	12:30	1:00	1:30	2:00	2:30	3:00	3:30
INDEPENDENTS (INCL. SUPERSTATIONS)									
AVERAGE AUDIENCE	6.5	6.6	7.2	7.9	9.1	8.7	9.1	9.5	9.5
SHARE AUDIENCE %	25	25	28	31	34	32	33	34	33
SUPERSTATIONS									
AVERAGE AUDIENCE	1.8	2.0	2.0	2.2	2.7	2.0	1.9	2.2	2.5
SHARE AUDIENCE %	7	8	8	9	10	7	7	8	9
PBS									
AVERAGE AUDIENCE	1.3	1.4	1.5	1.5	1.5	1.9	1.5	1.6	1.6
SHARE AUDIENCE %	5	5	6	6	6	7	5	6	5
CABLE ORIG.									
AVERAGE AUDIENCE	4.4	4.6	4.5	5.2	5.5	5.7	6.2	6.3	6.4
SHARE AUDIENCE %	17	17	17	20	21	21	23	22	22
PAY SERVICES									
AVERAGE AUDIENCE	2.3	2.5	2.6	2.5	2.0	2.1	1.9	1.9	2.3
SHARE AUDIENCE %	9	9	10	10	8	8	7	7	8

U.S. TV HOUSEHOLDS: 88,600,000

(1) ABC WEEKEND SPECIALS,THE RED ROOM RIDDLE,ABC,(1:00-1:30),(R)
(2) NBC MAJOR LEAGUE PRE GAME,(PAE),NBC,(2:00-2:18)

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. JUL.23, 1988

TIME		4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
HUT		30.4	30.6	31.4	32.1	32.4	33.4	33.0	33.2	34.3	35.6	36.4	37.4
ABC TV		←ABC WIDE WORLD-SPORTS SAT TRACK & FIELD→										ABC WRLD NEWS TONIGHT-SAT	
AVERAGE AUDIENCE (Hhlds (000) & %)	{	4,080 4.6	3.5 *		4.8 *		5.3 *		4.9 *			4,250 4.8	
SHARE AUDIENCE	%	14	11 *		15 *		15 *		14 *			13	
AVG. AUD. BY 1/4 HR	%	3.4	3.7	4.5	5.0	5.5	5.1	4.8	5.0			4.9	4.8
CBS TV		(1)		←HARTFORD OPEN-CANON-SAT→								CBS SAT. NEWS-SCHIEFFER	
AVERAGE AUDIENCE (Hhlds (000) & %)	{		4.7 *	2,300 2.6	2.5 *		2.5 *		2.8 *			4,160 4.7	
SHARE AUDIENCE	%		15 *	8	8 *		7 *		8 *			12	
AVG. AUD. BY 1/4 HR	%	5.2	4.3	2.7	2.4	2.4	2.5	2.7	2.8			4.4	4.9
NBC TV		←NBC MAJOR LEAGUE BASEBALL→ SAN FRANCISCO VS ST. LOUIS MONTREAL VS CINCINNATI (MULTI SEGMENT)(PAE)										NBC NIGHTLY NEWS-SAT.	
AVERAGE AUDIENCE (Hhlds (000) & %)	{		5.0 *		5.5 *		5.1 *					5,320 6.0	
SHARE AUDIENCE	%		16 *		17 *		16 *					16	
AVG. AUD. BY 1/4 HR	%	4.9	5.0	5.6	5.5	4.9	5.3	5.6				5.9	6.1
INDEPENDENTS (INCL. SUPERSTATIONS) AVERAGE AUDIENCE		10.1		10.6		10.9		11.0		10.9		10.9	
SHARE AUDIENCE %		33		33		33		33		31		30	
SUPERSTATIONS AVERAGE AUDIENCE		2.7		3.1		3.1		3.1		3.3		2.9	
SHARE AUDIENCE %		9		10		9		9		9		8	
PBS AVERAGE AUDIENCE		1.6		1.5		1.7		2.2		1.9		1.8	
SHARE AUDIENCE %		5		5		5		7		5		5	
CABLE ORIG. AVERAGE AUDIENCE		6.1		6.9		7.1		6.7		6.5		6.4	
SHARE AUDIENCE %		20		22		22		20		19		17	
PAY SERVICES AVERAGE AUDIENCE		2.1		2.1		2.1		2.3		2.2		2.4	
SHARE AUDIENCE %		7		7		6		7		6		7	

U.S. TV HOUSEHOLDS: 88,600,000

(1) CBS SPORTS SATURDAY,BUDWEISER BOXING,CBS,(3:00-4:30)

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. JUL.24, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	5.8	6.6	7.1	8.0	9.6	11.4	13.5	15.5	17.3	19.4	20.8	21.7	22.4	22.8	22.2	23.4	24.5	25.7
ABC TV													BUSINESS WORLD					
AVERAGE AUDIENCE (Hhlds (000) & %)													1,240 1.4					
SHARE AUDIENCE %													5					
AVG. AUD. BY 1/4 HR %													1.5	1.3				
CBS TV					FOR OUR TIMES (SUS)				←SUNDAY MORNING→						FACE THE NATION			
AVERAGE AUDIENCE (Hhlds (000) & %)									3,280 3.7	3.0 *		4.1 *		4.1 *	2,300 2.6			
SHARE AUDIENCE %									17	16 *		19 *		18 *	11			
AVG. AUD. BY 1/4 HR %									2.4	3.6	4.2	4.0	4.3	3.9	2.6	2.6		
NBC TV					←SUNDAY TODAY→						MEET THE PRESS							
AVERAGE AUDIENCE (Hhlds (000) & %)					1,680 1.9	1.6 *		2.1 *		2.1 *	1,770 2.0							
SHARE AUDIENCE %					12	14 *		14 *		11 *	9							
AVG. AUD. BY 1/4 HR %					1.4	1.8	2.1	2.2	2.0	2.3	2.1	1.9						
INDEPENDENTS (INCL. SUPERSTATIONS) AVERAGE AUDIENCE	1.6		2.1		3.3		4.5		5.6		6.7		7.3		8.0		9.5	
SHARE AUDIENCE %	26		28		31		31		30		31		32		35		38	
SUPERSTATIONS AVERAGE AUDIENCE	0.4 ^		0.7 ^		1.3		1.7		1.9		2.4		2.2		2.3		3.1	
SHARE AUDIENCE %	6 ^		9 ^		12		12		10		11		10		10		12	
PBS AVERAGE AUDIENCE	0.2 ^		0.4 ^		0.7 ^		1.0		1.1		1.2		1.4		1.2		1.3	
SHARE AUDIENCE %	3 ^		5 ^		7 ^		7		6		6		6		5		5	
CABLE ORIG. AVERAGE AUDIENCE	1.4		1.8		2.3		3.1		4.0		4.3		4.5		4.4		4.7	
SHARE AUDIENCE %	23		24		22		21		22		20		20		19		19	
PAY SERVICES AVERAGE AUDIENCE	1.1		1.1		1.3		1.8		2.1		2.5		2.5		3.3		3.6	
SHARE AUDIENCE %	18		14		12		12		11		12		11		14		14	

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. JUL.24, 1988

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45
HUT	26.1	26.5	26.5	27.0	26.9	27.1	26.3	27.5	29.1	30.0	30.3	31.6	31.5	31.9	31.8	32.1	32.4	33.2
ABC TV	←THIS WEEK-DAVID BRINKLEY→												INTERNATIONAL RACE-CHAMP				U.S. WOMEN'S OPEN-SUN (3:30-6:00)	
AVERAGE AUDIENCE (Hhlds (000) & %)	2,750 3.1	2.7 *		3.4 *									2,220 2.5	2.2 *		2.7 *	2,300 2.6	2.2 *
SHARE AUDIENCE %	11	10 *		12 *									8	7 *		9 *	8	7 *
AVG. AUD. BY 1/4 HR %	2.7	2.8	3.2	3.6									2.1	2.4	2.7	2.7	2.1	2.3
CBS TV													←CBS SPORTS SUNDAY→ TOUR DE FRANCE					
AVERAGE AUDIENCE (Hhlds (000) & %)													2,840 3.2	2.8 *		3.4 *		3.4 *
SHARE AUDIENCE %													10	9 *		11 *		10 *
AVG. AUD. BY 1/4 HR %													2.7	2.9	3.3	3.4	3.5	3.3
NBC TV																		
AVERAGE AUDIENCE (Hhlds (000) & %)																		
SHARE AUDIENCE %																		
AVG. AUD. BY 1/4 HR %																		
INDEPENDENTS (INCL. SUPERSTATIONS)																		
AVERAGE AUDIENCE	10.7		10.8		11.1		10.5		11.2		12.3		12.8		13.1		14.0	
SHARE AUDIENCE %	41		40		41		39		38		40		40		41		43	
SUPERSTATIONS																		
AVERAGE AUDIENCE	3.4		3.7		3.8		3.9		3.1		3.6		3.6		3.6		3.7	
SHARE AUDIENCE %	13		14		14		14		11		12		11		11		11	
PBS																		
AVERAGE AUDIENCE	1.7		1.5		1.2		1.0		1.0		1.1		1.2		1.4		1.5	
SHARE AUDIENCE %	6		6		4		4		3		4		4		4		5	
CABLE ORIG.																		
AVERAGE AUDIENCE	4.7		5.4		5.5		5.6		6.3		6.6		6.8		6.6		7.1	
SHARE AUDIENCE %	18		20		20		21		21		21		21		21		22	
PAY SERVICES																		
AVERAGE AUDIENCE	3.6		3.1		2.8		2.4		2.6		2.8		2.7		2.1		2.2	
SHARE AUDIENCE %	14		12		10		9		9		9		9		7		7	

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. JUL.24, 1988

TIME		4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
HUT		32.7	32.9	33.2	33.3	32.9	33.6	34.8	35.6	37.9	38.6	38.4	39.4
ABC TV		U.S. WOMEN'S OPEN-SUN (3:30-6:00) →										ABC WRLD NEWS TONIGHT-SUN	
AVERAGE AUDIENCE (Hhlds (000) & %)												4,430	
			2.6 *		2.5 *		2.6 *		2.9 *			5.0	
SHARE AUDIENCE	%		8 *		8 *		8 *		8 *			12	
AVG. AUD. BY 1/4 HR	%	2.7	2.6	2.5	2.6	2.6	2.7	2.8	2.9			4.9	5.1
CBS TV		← HARTFORD OPEN-CANON-SUN (4:00-6:21)(PAE) →									(1)	(2)	
AVERAGE AUDIENCE (Hhlds (000) & %)		3,190									4,080	1,860	
		3.6	2.7 *		2.9 *		3.2 *		4.1 *		4.6	2.1	
SHARE AUDIENCE	%	10	8 *		9 *		10 *		12 *		11	5	
AVG. AUD. BY 1/4 HR	%	2.8	2.7	2.8	3.0	3.1	3.2	3.6	4.5	6.0	4.6	2.0	2.5
NBC TV		← SPORTSWORLD →										NBC NIGHTLY NEWS-SUN	
AVERAGE AUDIENCE (Hhlds (000) & %)		2,920										5,670	
		3.3	2.9 *		3.0 *		3.3 *		4.1 *			6.4	
SHARE AUDIENCE	%	10	9 *		9 *		10 *		12 *			16	
AVG. AUD. BY 1/4 HR	%	2.9	2.9	3.1	3.0	3.2	3.4	3.8	4.3			6.2	6.5
INDEPENDENTS (INCL. SUPERSTATIONS)													
AVERAGE AUDIENCE		14.4		14.1		13.8		14.0		12.3		11.8	
SHARE AUDIENCE %		44		42		42		40		32		30	
SUPERSTATIONS													
AVERAGE AUDIENCE		4.1		3.5		3.8		3.7		2.9		2.4	
SHARE AUDIENCE %		13		11		11		11		8		6	
PBS													
AVERAGE AUDIENCE		1.7		1.7		1.4		1.6		1.5		1.4	
SHARE AUDIENCE %		5		5		4		5		4		4	
CABLE ORIG.													
AVERAGE AUDIENCE		6.9		6.7		6.2		6.4		5.9		5.4	
SHARE AUDIENCE %		21		20		19		18		15		14	
PAY SERVICES													
AVERAGE AUDIENCE		2.6		3.0		3.6		3.2		3.1		3.7	
SHARE AUDIENCE %		8		9		11		9		8		10	

U.S. TV HOUSEHOLDS: 88,600,000
(1) CBS EVENING NEWS-SUNDAY,(PAE),CBS,(6:21-6:30)
(2) CBS EVENING NEWS-SUNDAY,(B),(PAE),CBS,(6:30-6:51)

For explanation of symbols, See page B.

SPECIAL REPORT: HOUSEHOLDS WITH CHILDREN
FOR CHILDRENS PROGRAMS

SATURDAY, JULY 23, 1988

PROGRAM NAME START TIME	DURATION	NET	HOUSEHOLDS WITH ANY CHILD: UNDER 18 AA%	(0,000)	UNDER 12 AA%	(0,000)	UNDER 6 AA%	(0,000)
ABC WEEKEND SPECIALS(R) 1.00PM	30	ABC	3.3	110	3.9	97	3.6	57
ALF-SAT MORN 10.00AM	30	NBC	9.0	305	9.0	226	9.8	155
ALL NEW POUND PUPPIES 8.30AM	30	ABC	4.1	138	4.9	122	5.4	86
ALVIN AND THE CHIPMUNKS 10.30AM	30	NBC	10.4	351	10.9	272	11.6	185
ANIMAL CRACK-UPS 12.00NN	30	ABC	6.0	204	6.4	160	6.7	106
BUGS BUNNY/TWEETY SHOW I 11.00AM	30	ABC	9.6	325	10.8	269	9.9	158
BUGS BUNNY/TWEETY SHOW II 11.30AM	30	ABC	9.8	330	11.0	275	10.9	174
DENNIS THE MENACE 11.30AM	30	CBS	6.3	213	7.4	184	8.0	127
FLINTSTONE KIDS 9.30AM	30	ABC	7.2	242	8.4	209	8.1	129
FOOFUR 12.00NN	30	NBC	5.0	168	5.1	126	4.8	77
FRAGGLE ROCK 11.00AM	30	NBC	8.0	272	8.4	210	8.7	138
GALAXY HIGH SCHOOL 12.30PM	30	CBS	6.6	223	7.1	177	6.3	101
GUMMI BEARS 8.00AM	30	NBC	4.9	167	5.4	135	5.5	87
HELLO KITTY 8.00AM	30	CBS	2.9	99	3.7	92	4.0	63
I'M TELLING 12.30PM	30	NBC	3.9	131	4.3	108	4.0	64
LITTLE WIZARDS 8.00AM	30	ABC	2.7	92	3.1	78	3.7	60
MIGHTY MOUSE 10.30AM	30	CBS	7.3	247	8.7	218	9.6	153
MUPPET BABIES I 8.30AM	30	CBS	5.2	177	6.3	156	6.1	97
MUPPET BABIES II 9.00AM	30	CBS	7.7	259	9.1	227	8.9	142
MUPPET BABIES III 9.30AM	30	CBS	8.2	278	9.8	245	9.8	155
MY PET MONSTER 9.00AM	30	ABC	5.8	197	6.7	167	6.4	101

SPECIAL REPORT: HOUSEHOLDS WITH CHILDREN
FOR CHILDRENS PROGRAMS

SATURDAY, JULY 23, 1988

PROGRAM NAME START TIME	DURA TION	NET	HOUSEHOLDS WITH ANY CHILD: UNDER 18 AA%	(0,000)	UNDER 12 AA%	(0,000)	UNDER 6 AA%	(0,000)
NEW ARCHIES 11.30AM	30	NBC	7.8	264	8.1	202	8.4	134
PEE WEE'S PLAYHOUSE 10.00AM	30	CBS	9.3	316	11.5	287	13.2	210
POPEYE & SON 11.00AM	30	CBS	6.9	232	7.9	198	8.1	129
REAL GHOSTBUSTERS I 10.00AM	30	ABC	7.5	253	8.1	201	7.2	114
REAL GHOSTBUSTERS II 10.30AM	30	ABC	8.9	300	9.6	239	8.3	132
SMURFS I 8.30AM	30	NBC	6.3	211	6.6	166	6.7	107
SMURFS II 9.00AM	30	NBC	8.0	270	8.4	208	8.1	129
SMURFS III 9.30AM	30	NBC	8.7	295	9.1	227	9.0	143
TEEN WOLF 12.00NN	30	CBS	7.0	235	7.7	192	6.9	109
			UE: 33810		UE:24940		UE: 15920	
			INTAB: 1219		INTAB: 900		INTAB: 557	

EXPLANATION OF SYMBOLS APPEARING ON THESE PAGES:
IFR - BELOW MINIMUM INTAB STANDARDS
<< - BELOW MINIMUM RATING STANDARDS
LT - BELOW MINIMUM PROJECTION STANDARDS